

## PROJECT ADMINISTRATION DATA SHEET

Project No. L 30-~~602~~ 802 ☒ ORIGINAL ☐ REVISION NO. 9-11-81  
Project Director: R. G. Schwartz School/Lab ATDC  
Sponsor: Appalachian Regional Commission, 1666 Connecticut Avenue NW, Washington DC 20235  
Type Agreement: Enterprise Development Grant No. GA-8015-81-I-302-0331  
Award Period: From 7-1-81 To 6-30-82 (Performance) 6-30-82 (Reports) 7/16/82  
Sponsor Amount: \$ 73,916 Contracted through:  
Cost Sharing: — GER/GIT  
Title: Establishment of a Mini-Advanced Technology Development Center

## ADMINISTRATIVE DATA

OCA Contact Don Harty

## 1) Sponsor Technical Contact:

Mr Harry L. Roesch  
Community Development Specialist  
Appalachian Regional Commission  
1666 Connecticut Ave NW  
Washington, DC 20235  
Phone (202) 673-7845  
Defense Priority Rating: N/A

## 2) Sponsor Admin/Contractual Matters:

All Correspondence & Reports to  
be sent to and through:  
Mr Jim Grubisak  
ARC Program Coordinator  
Department of Community Affairs  
270 Washington Street SW  
Atlanta, Georgia 30334  
Security Classification: N/A  
Phone (404) 656-3859

## RESTRICTIONS

See Attached — Supplemental Information Sheet for Additional Requirements.

Travel: Foreign travel must have prior approval — Contact OCA in each case. Domestic travel requires sponsor approval where total will exceed greater of \$500 or 125% of approved proposal budget category.

Equipment: Title vests with N/A - None proposed

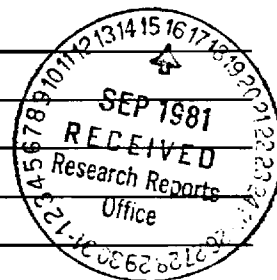
## COMMENTS:

## COPIES TO:

~~Administrative Coordinator~~  
Research Property Management  
Accounting  
Procurement/EES Supply Services  
FORM OCA 4:781

Research Security Services  
~~Reports Coordinator (OCA)~~  
Legal Services (OCA)  
Library

EES Public Relations (2)  
Computer Input  
Project File  
Other —



SPONSORED PROJECT TERMINATION SHEETDate 9/17/82

Project Title: Establishment of a Mini-Advanced Technology Development Center

Project No: L-30-802 and Subproject B-558

Project Director: R. G. Schwartz and P. D. Loveless

Sponsor: Appalachian Regional Commission, 1666 Connecticut Ave., N.W.  
Washington, D. C. 20235Effective Termination Date: 6/30/82 PerformanceClearance of Accounting Charges: 7/16/82 Reports

Grant/Contract Closeout Actions Remaining:

- ☒ Final Invoice and Closing Documents
- ☐ Final Fiscal Report
- ☒ Final Report of Inventions Request mailed to R. Schwartz for whole project
- ☐ Govt. Property Inventory & Related Certificate
- ☐ Classified Material Certificate
- ☐ Other \_\_\_\_\_

NOTE: OCA has today submitted budget amendments to zero out the subproject budget for B-558, as of the August, 1982 ledger balances.

Assigned to: ATDC & EDL (Subproject) (School/Laboratory)COPIES TO: RAN - ATDC~~XXXXXXXXXXXX~~ RAN - EDL  
Administrative Coordinator

Research Property Management

Accounting - (Both)

Procurement/EES Supply Services  
(Both)Research Security Services  
Reports Coordinator (OCA)  
~~Legal Services (OCA)~~  
LibraryEES Public Relations (2)  
Computer Input  
Project File  
Other GTRI



OCA

1-1-82

Georgia Institute of Technology  
A UNIT OF THE UNIVERSITY SYSTEM OF GEORGIA  
ADVANCED TECHNOLOGY DEVELOPMENT CENTER  
325 HINMAN RESEARCH BUILDING  
ATLANTA, GEORGIA 30332  
(404) 884-3575

October 14, 1981

Mr. Jim Grubiak  
Department of Community Affairs  
Room 607 Trinity/Washington Building  
207 Washington Street, SW  
Atlanta, Georgia 30334

Dear Jim:

Enclosed are the three copies of our quarterly report covering the first three months' activities on our Regional ATDC ARC Grant GA-8015-81-I-302-0331. Should you have any questions, please call me.

Per our discussion, I will be distributing the report to interested citizens in the three county area and you will be taking care of the Georgia government people.

I look forward to seeing you in the near future.

Sincerely,

Robert G. Schwartz  
Director  
Regional ATDC

RGS:vhh

CC: Office of Contract Administration

REGIONAL ADVANCED TECHNOLOGY

DEVELOPMENT CENTER

ARC GRANT GA-81-I-302-0331

Work Accomplished July 1, 1981, through September 30, 1981

The project activity breaks down into five major areas of endeavor:

- Strategic Planning
- Industrial Recruitment
- Management Assistance
- Education
- Public Relations

Strategic Planning Accomplishments

During the first six weeks of contract activity, Mr. Phillip D. Loveless, Director of the Northeast Georgia Field Office of Georgia Tech, the professional responsible for Industrial Recruitment activities, and Dr. Robert G. Schwartz, Director of the Regional ATDC, developed the strategic plan for the project. Northeast Georgia APDC personnel assisted.

- Industrial Recruitment

Industrial Recruitment activities will be multi-faceted, leading to improvement and enhancement of ongoing programs. Mrs. Marilyn Casey, a Georgia Tech College of Management Graduate Student assigned to the project, is developing a list of high technology companies which might find the three county area attractive for new manufacturing/office sites. Mr. Loveless is developing a data base for each of the three counties, identifying or expanding on what each might have to offer to interested companies. Both project activities will be completed by late December. The data base along with other pertinent materials will be compiled and serve as the basis for a recruitment brochure to be ready by late March for the use of the local and state development people engaged in industrial recruitment activities.

Additionally, a High Technology Industrial Recruitment Team Training course will be held the third quarter. The purpose of the course will be the same in each of the three counties, i.e. assisting to up-grade the level of recruitment efforts, but will be taught separately reflecting county differences in levels of recruiting efforts. The course outline is attached (see Exhibit A).

Additionally, it has become necessary to assist each of the counties with an economic development plan as it relates to high technology. Without an overall plan which fits high technology developments into local efforts, high technology might make only limited sense. Incorporation of all local resources into a cohesive and coherent document will not only make the development effort more viable, but will assist the developers in their efforts.

As each of the counties' needs and stages of development are different, it is anticipated that Barrow and Jackson counties will have 25% of these efforts directed at them respectively, and Madison county 50%.

#### - Management Assistance

Management assistance activities will also be multi-faceted. There are approximately 55 manufacturing companies listed in the Georgia Directory of Manufacturers. There are only a limited number which might be classified as high technology. These will be contacted during the first quarter and early the second introducing the project and assessing whether assistance is needed. Additional companies will then be contacted later in the second quarter. It is hoped that through these personal contacts, desire for ATDC assistance will be generated. Textile, apparel, and poultry related business make up a significant portion of the business activity in the three counties. Although not high technology, these important business sectors might be served by advanced technology. A survey of interested business persons will be conducted in order to assess how the project might assist. Should there be a positive response, appropriate project activity will commence. Dr. Schwartz will conduct these activities.

Entrepreneurs interested in high technology endeavors will be assisted with marketing, financial analysis, and business planning studies conducted by Dr. Schwartz and Mrs. Casey. A publicity campaign will be conducted to help bring the project assistance aspects to the public's attention.

Again, because each of the three counties' needs are different, it is anticipated that Barrow will receive 50% of efforts, Jackson 40%, and Madison 10%.

- Education

Educational activities of the program are also multi-faceted. A kick-off program was conducted during the second month of the contract, its purpose was to bring the program to the attention of all local people (see Exhibit B). The attendance list is attached (see Exhibit C). Prior to the program, the county commissioners from the three counties and other local citizens with an interest in the program were personally contacted. Radio, television, and newspaper coverage helped carry the message to the public.

In addition to the industrial recruitment training program, a series of three courses will be held in Barrow, Jackson, and Madison counties. The purpose of the three is to help raise the public awareness in matters of high technology business development and generally create a positive attitude towards such developments. The first seminar will cover high technology and its impact on the public, both today, and tomorrow; the second will be somewhat more specific to business and cover new business development and how to win doing it; the third will cover management and how to do the winning job (see Exhibit D). All programs will be two hours in length, will be held once, and the site will change with each new program. A press release will be issued by both Georgia Tech and the Regional ATDC prior to each of the programs, utilizing the various newspapers and radio contacts which will be made the first quarter of contract activity. Dr. Schwartz will be responsible for course content and delivery with Mrs. Casey assisting.

Specialized seminars, i.e. marketing, advanced technology, etc., can be held for specific industrial segments, such as the apparel manufacturers, if appropriate and requested.

Barrow will receive 25% effort, Jackson 30%, and Madison 40% in this area.

- Public Relations

The public relations aspects of the program are important in order to carry the message of the contract and potential assistance, especially in consideration of the short time span of the contract. Thus, the early August 26th kick-off and a blitz of media coverage planned for

September, ongoing once a month through most of the contract time, except for the Christmas holiday season (see Exhibit E). Radio and newspaper coverage will be sought, although television coverage will be limited to events of great significance, such as the kick-off. Dr. Schwartz will be responsible for all public relations activity.

A brochure will be readied which will assist in informing the public about the program and will be widely distributed in the three counties. It will be completed by the end of the first quarter (see Exhibit F).

In order to help assure the success of the project, key persons in each of the counties will be asked to serve on an advisory committee. The advisory committee will meet three times and assist in program content and delivery as appropriate. Each of the heads of the three county commissions will be asked to name four people to serve. The first meeting should be held in October, the second in February, and the third in late May. The greatest contribution the committee can make is to assist in helping to make the project self-sustaining through the formation of local interested citizens and groups into a consortium to be funded eventually locally, whose purpose is to carry on the work initiated through the ARC contract.



### Industrial Recruitment Accomplishments

- Initial assistance was given to Jackson and Madison counties in the development of a plan for economic growth, including high technology business development.
- Initial data has been collected in the two counties, including site data, some economic data, and retail trade information.
- The industrial recruitment course outline has been prepared. Dates have been chosen starting in late January and ending in late March, the meetings to be held concurrently in the three counties, with three separate programs.
- Northeast Georgia APDC staff members have assisted with the activities and have been constantly informed and enlisted as resource persons.
- The Executive Directors of the Chambers of Commerce in Barrow and Jackson counties are met with on a continuing basis.
- Mr. Vincient Hix, County Commissioner Chairman of Madison County and Mrs. Anne Segars, Commission Chairman of Barrow County, are met with on a continuing basis. Mr. Ken Bridges, Jackson County Economic Development Director was met with a number of times. Mayor Mobley of Winder was contacted several times, Mr. Henry Braeselton as well. Mr. Henry Robinson, County Commission Chairman of Jackson County was contacted.

### Management Assistance Accomplishments

The Regional ATDC story was presented personally to:

Jim Wahlers  
Johns-Manville  
Winder

Education Follow-Up

Tom Lentz  
Jim Ross  
Alkaril  
Winder

Education Follow-Up  
Business Development  
Study

E. K. Bivens  
Portec  
Winder

Education Follow-Up

Byron Gilbreath  
Entrepreneur  
Barrow County

Assistance Given

Don Duke  
Metal Craft  
Winder

Directed to Georgia  
Tech

David J. Lovell  
Catherines Kitchen  
Winder

Assistance Given

David Jackson  
Winder Lumber  
Winder

Georgia Tech Alumni

Gil Jenson  
Roper Pump  
Jefferson

Follow-Up

#### Education Accomplishments

The industrial recruitment training session outline was developed. Three short programs were developed:

- "High Technology: Our Present and Future"

A review of new happenings, with slides and exhibits, and how they will impact our lives; covering computers, microbiology, communications, robotics, and fiber optics. The audience will be the general public. The course will aim to increase the public awareness and interest in high technology.

November 2, 1981, Bank of Barrow, Civic Room  
Winder, Georgia 7:00 to 9:00 p.m.

- "Winning New Business"

A review of successful new business development, with some topical successes; covering management, marketing, and finance, from the business viewpoint, aimed at high technology but of general interest to all companies and local citizens.

January 25, 1982, Jefferson EMC, 7:00 to 9:00 p.m.

- "Managing the Manageable: A Business Perspective"

A review of latest techniques involving high technology and how new profitability or increased viability may be linked together; of general interest and thrust, but with a high technology flavor.

March 29, 1982, Madison County Courthouse  
7:00 to 9:00 p.m.

- "Special Topics"

Courses will be taught as appropriate to industry segments as a whole or public segments, such as high school seniors.

Public Relations

A public meeting was held August 26th covering the Regional ATDC program and activities. The attached letter, prepared for Gordon Harrison of the Governor's Office, covers the meeting (see Exhibit G).

During September separate interviews were given to the following:

Mike Buffington, Jackson Herald

Herb Hattaway, WJJC, Public Interview

David Price, Winder News

Mildred Schierman, Daily News, Athens

Anne Powell, WGNC, Athens

Sid Griffin, WIMO, Public Forum Interview

Mark Beardsley, Commerce News

An advisory committee will be formed. The county commissioner chairmen have asked the following people to serve:



Barrow:	Mrs. Anne Segars Dan Blitch Mayor Mobley Tom McGuiness	Chairman, CC Barrow Manufacturing Winder Cherokee Manufacturing Co.
Jackson:	Harold Fletcher Paul Vickery Henry Braeselton Mike Joyner	County Commissioner Commerce City Mgr. Braeselton Exec. Director CC
Madison:	Vincient Hix W. Chandler J. Rowe J. B. Sweeney	Chairman CC  Energy Commission Madison Ind. Auth.

In addition, Representative McDonald was contacted and the program reviewed for him. Numerous continuing contacts have been made with all interested parties. The brochure describing the program was developed and printed during the quarter (see Exhibit F).

## Work to be Accomplished Next Quarter

### Industrial Recruitment

- Completion of analysis of the assets of the three counties as they relate to recruitment of high technology industry. This will include an information review for each county. Also, a review of available facilities will be made.
- Documentation of assets will end in January. This information will be used in the tri-county industrial recruitment brochure. It will also be used to assist community leaders improve their economic data collection and give guidance as to what material is required.
- Industry interviews will be conducted throughout the three counties. All companies should be interviewed by the end of the second quarter.
- Industrial Recruitment Team identification will begin.

### Management Assistance

- Ongoing calls will continue. Barrow Manufacturing, Westvaco, and Roper Pump are to be visited early in the quarter. Visitivision, a new cable TV franchise will also be contacted. Other existing businesses will be visited as appropriate.
- Entrepreneurs will be sought through ongoing publicity.
- A strategy will be developed to assist the poultry, textile, and apparel industry with advanced technology, if and when appropriate.
- Jefferson Mills will be visited.
- Portec and Barrow Manufacturing will be visited for plant tours.

### Education

- The first program will be developed and presented November 2
- J/M and Alkaril will be revisited with educational material.

### Public Relations

- A second round of press releases will be issued the first week in October covering the November 2 short course.
- Letters to the 50 August 26th participants will be mailed along with the new brochure and press release.
- Letters to the other invited, but unattended, guests will be mailed with the brochure and press release.
- Interviews will be conducted late October to publicize the program and course.
- The advisory committee will be called early October with its first meeting set for late October.
- Other appropriate people will be personally visited.

EXHIBIT A

COURSE OUTLINE  
HIGH TECHNOLOGY INDUSTRIAL RECRUITMENT  
TEAM TRAINING

SESSION I

- |      |   |                 |
|------|---|-----------------|
| I.   | Introduction and Orientation to High Technology Industrial Growth | 15 - 30 minutes |
| II.  | Preparing the Community for Economic Growth                       | 30 minutes      |
| III. | Leadership Role   | 30 minutes      |
| IV.  | Local Information Requirements and Team Member Assignments        | 30 - 45 minutes |
| V.   | Summary   | 15 minutes      |

SESSION II

- |      |  |                 |
|------|--|-----------------|
| I.   | Recruitment of High Technology Industry -<br>What is Involved at the State Level - I & T, ATDC | 30 - 45 minutes |
| II.  | High Technology Industry -<br>What the Community has to do to be Prepared                      | 30 minutes      |
| III. | Team Member Requirements and Responsibilities  | 60 minutes      |
| IV.  | Summary and Assignment   | 15 minutes      |

SESSION III

- |     |   |            |
|-----|---|------------|
| I.  | Simulation of High Technology Prospect Visit -<br>A Presentation by the Industrial Recruitment Team | 60 minutes |
| II. | Critique by Visitors and Instructors  |            |



Office of the Governor  
Atlanta, Georgia 30334

George Busbee  
GOVERNOR

August 7, 1981

Dear Fellow Georgian:

As you know, one of the main concerns of my administration has been and continues to be the economic well-being of all Georgians. To achieve my goal of improving the quality of life of the citizens of this great State, I have been especially interested in attracting high technology companies to Georgia. These companies provide high paying jobs; utilize highly skilled people; and stimulate large amounts of investment capital.

I want to continue fostering a business climate that encourages the formation, recruitment, and growth of these high technology firms. For these reasons, I, along with the State Legislature, on July 1, 1980, made funds available for the creation on the Georgia Tech Campus of the Advanced Technology Development Center (ATDC).

The mission of the ATDC is to aid in the successful formation of promising new high technology companies; to assist in the recruitment of these firms to the State; and to provide management assistance to existing Georgia industry. The mission also includes the enhancement of the education of the people of the State in all aspects of high technology business development. The ATDC is now actively engaged in helping to make these programs a reality. As part of this program and to specifically aid the three county area of Barrow, Jackson, and Madison, a Mini-Advanced Technology Development Center program was initiated July 1, 1981.

In Jefferson, Georgia, on Wednesday, August 26, 1981, from 1:30 p.m. to 3:30 p.m. at the Jackson County Courthouse, my special assistant, Cecil Phillips, with representatives from State government, the General Assembly, and the ATDC will conduct a program covering the various aspects of the ATDC. I would like to personally invite you to join them on that date and participate in this program.

With kindest regards, I am

Sincerely yours,

George Busbee /

Enclosure



# Georgia Institute of Technology

ATLANTA, GEORGIA 30332

ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER

August 7, 1981

Dear Invited Guest:

We would like to extend our invitation to you to meet with us on Wednesday, August 26, 1981, from 1:30 p.m. to 3:30 p.m. at the Jackson County Courthouse. This meeting is designed to introduce you to the Advanced Technology Development Center (ATDC), and give you a chance to comment on the program and your own special needs.

Local participation is a necessity for the success of this program and we encourage you to join with us on August 26, 1981.

Sincerely,

Robert G. Schwartz  
Director, Mini-ATDC  
Barrow, Jackson, and  
Madison Counties

Philip Loveless  
Field Office Director  
Northeast Georgia Area Office  
Georgia Institute of Technology  
Box 3015  
419 Bradford Street, NW  
Gainesville, GA 30501

\_\_\_\_\_ Yes, I will attend.

\_\_\_\_\_ No, I cannot attend.

Comments:

Name:  
Company:  
Position:  
Address:  
Telephone No.:

Please return as soon as possible to the Georgia Tech Field Office to ensure that we have ample handout material and seating space. Your timely response is appreciated.

# Georgia Tech News Bureau

Atlanta, Georgia 30332

(404) 894-2452

For more information  
contact:  
Charles Harmon, Director  
Jill Sewell Bryant  
Kathy Harben

August 20, 1981

#1204      FOR IMMEDIATE RELEASE

ATLANTA--Cecil Phillips, special assistant to Georgia Governor George Busbee, will be in Jefferson, Georgia, August 26 with Georgia Tech representatives to introduce area citizens to the new Mini-Advanced Technology Development Center for Barrow, Madison and Jackson counties.

The program for the three counties will be held from 1:30 to 3:30 p.m., Wednesday, August 26 in the Jackson County Courthouse.

This Mini-ATDC will be a resource to help develop new business in the three-county area. Staffed and operated by the Advanced Technology Development Center (ATDC) of Georgia Tech, the Mini-ATDC will provide technical and management assistance to new and existing businesses throughout the area.

Through the new facility, the skills and resources of the ATDC will be available to entrepreneurs and local businessmen working to develop high technology ideas and businesses.

The Mini-ATDC will not only provide advice and technical "know-how" for participating enterprises, but, in cooperation with local citizens, will offer an "incubator" environment with physical offices and development space made available to businesses with exceptional potential.

"We have designed this program to help the local citizens create more jobs and new industry for this area of Georgia," explained Dr. Robert G. Schwartz, director of the Mini-ATDC program. "The resources of the ATDC will be available to help accomplish this objective."

Establishment of the Mini-ATDC was made possible by a \$73,916 grant made by the Appalachian Regional Commission, and approved by Governor Busbee in July.

####

EXHIBIT C

MINI-ATDC  
Jefferson, Georgia  
August 26, 1981

Cora Lou Nix  
Executive Director  
WINDER/BARROW CHAMBER OF COMMERCE  
P. O. Box 456  
Winder, GA 30680

Anne J. Segars  
Chairman  
BARROW COUNTY COMMISSION  
310 S. Broad Street  
Winder, GA 30680

Hon. J. O. Mobley, Jr.  
Mayor  
CITY OF WINDER  
P. O. Box 566  
Winder, GA 30680

Ernie Graham  
City Clerk  
CITY OF WINDER  
P. O. Box 566  
Winder, GA 30680

David Price  
THE WINDER NEWS  
P. O. Drawer "C"  
Winder, GA 30680

Ed Brock  
Chairman  
BARROW COUNTY PLANNING COMMISSION  
Route 1  
Auburn, GA 30203

Donald E. Duke  
METALCRAFT  
North Jackson Street  
Winder, GA 30680

Hon. Thomas W. Bell  
Mayor  
CITY OF BETHLEHEM  
Bethlehem, GA 30620

T.O. Hall  
Vice-President  
FIRST FEDERAL S & L  
110 E. Public Square  
Jefferson, GA 30549

Thomas F. Benton  
COMMERCE BUILDING & LOAN  
203 N. Elm Street  
Commerce, GA 30529

(Mrs.)H. Bradford Morris, Jr.  
Dry Pond Road  
Maysville, GA 30558  
(Mrs. Morris attended for her husband)

J. Paul Vickery  
City Manager  
CITY OF COMMERCE  
P. O. Box 348  
Commerce, GA 30529

C. W. Jensen  
ROPER PUMP COMPANY  
P. O. Box 269  
Commerce, GA 30529

Stonewall J. Shirley  
SHIRLEY FEED & SEED COMPANY  
North Elm Street  
Commerce, GA 30529

Lam G. Hardman, III  
HARMONY GROVE MILLS  
South Elm Street  
Commerce, GA 30529

(Mrs.)Herman Buffington  
THE JACKSON HERALD  
P. O. Box 37  
Jefferson, GA 30549

Joe Davis  
Chairman  
JACKSON COUNTY PLANNING COMMISSION  
Gainesville Road  
Jefferson, GA 30549



JoAnn Mayfield  
JACKSON COUNTY COMMISSION  
506 Pine Avenue  
Commerce, GA 30529

E. L. Thompson  
Manager  
GEORGIA POWER COMPANY  
406 Northside Square  
Jefferson, GA 30549

Charles E. Sims  
Manager  
JACKSON EMC  
P. O. Box 38  
Jefferson, GA 30549

Samuel J. Fleeman, Sr.  
President  
EQUIPMENT DISTRIBUTING CO., INC.  
Route 1  
Jefferson, GA 30549

Max Turner  
INCOME PROPERTIES, INC.  
P. O. Box 129  
Pendergrass, GA 30567

Ronald C. Bond  
BONCO MANUFACTURING COMPANY  
P. O. Box 521  
Jefferson, GA 30549

Bill Booth  
JACKSON COUNTY INDUSTRIAL  
DEVELOPMENT AUTHORITY  
Jefferson, GA 30549

Harold Fletcher  
JACKSON COUNTY COMMISSION  
Route 1  
Jefferson, GA 30549

Claud Pardue  
PARDUE'S ANTIQUES  
Talmo, GA 30575

Cecil Bray  
JACKSON COUNTY COMMISSION  
Route 3, Box 141  
Jefferson, GA 30549

Ken Bridges  
JACKSON COUNTY INDUSTRIAL  
DEVELOPMENT AUTHORITY  
P. O. Box 399  
Jefferson, GA 30549

Dave Lovell  
(Unknown affiliation)

Richard P. Huff  
BANK OF DANIELSVILLE  
P. O. Box 182  
Danielsville, GA 30633

Albert J. Stone, Jr.  
Attorney at Law  
Courthouse Square  
Danielsville, GA 30633

Vincent J. Hix  
Chairman  
MADISON COUNTY COMMISSIONERS  
P. O. Box 147  
Danielsville, GA 30633

Pat Graham  
Attorney at Law  
CITY OF DANIELSVILLE  
P. O. Box 39  
Danielsville, GA 30633

Doug Wilkes  
(Unknown affiliation)

Jacqueline Herrick and  
Charlotte Turner  
DOZIER LAND COMPANY  
Danielsville, GA 30633

Mildred Schierman  
ATHENS DAILY NEWS  
P. O. Box 1727  
Athens, GA 30601

Clinton Lane  
Executive Director  
Northeast Georgia APDC  
305 Research Drive  
Athens, GA 30610

Jim Grubiak  
Georgia Dept. of Community Affairs  
APPALACHIAN REGIONAL COMMISSION  
40 Marietta, N.W. - 8th Floor  
Atlanta, GA 30303

Grady McWhorter  
Manager  
GEORGIA NATURAL GAS CO.  
P. O. Box 1668  
Athens, GA 30613

Dr. James Fisher  
Associate Professor  
Geography Dept.  
U OF GA  
Athens, GA 30601

Ms. Frances Stewart  
PROTO SYSTEMS  
Box 279  
Roswell Road  
Atlanta, GA 30077

Graham Brister  
(Representing Dean Leon  
A. Hargreaves)  
School of Forest Resources  
U OF GA  
Athens, GA 30601

Herb Hattaway  
WJJC RADIO STATION  
P. O. Box 379  
Commerce, GA 30529

Jim Dove  
Northeast Georgia APDC  
305 Research Drive  
Athens, GA 30610

Robert Shelnett  
ATHENS TECH CENTER  
Athens, GA 30601

Bob Yongue-ATHENS TECH CENTER  
Ken Easom-ATHENS TECH CENTER

Russell Vandiver  
LANIER TECH  
Oakwood, GA 30566

Tom Jackson  
WXIA TV  
Athens, GA 30601

Mike Joyner  
Executive Direct  
JACKSON COUNTY CHAMBER OF COMMERCE  
P. O. Box 399  
Jefferson, GA 30549

Fred Tarpley  
GEORGIA INSTITUTE OF TECHNOLOGY  
Atlanta, GA 30332

This course is the first in a series of two-hour programs to be offered by the Regional ATDC in the Barrow, Jackson and Madison County areas. The next offerings will include sessions on product development, entitled "Winning New Business", to be held on January 25, 1982, at the Jackson EMC Building, and the last session on improving management skills entitled "Managing the Manageable...A Business Perspective", to be held March 29, 1982, at the Madison County Courthouse.

It's all part of the Regional ATDC's efforts to stimulate, assist, and develop high technology enterprises in the three-county area. Through the ATDC, businesses utilizing high technology can have access to expertise in management, finance and high technology knowledge at Georgia Tech in order to strengthen their companies.

Touching on industrial activity from computers to cloning organisms to solar energy, the lecture and slide presentation will be of interest to businesspeople, entrepreneurs, investors, and the public at large.

For more information, contact Robert G. Schwartz, Regional ATDC, Georgia Institute of Technology, Atlanta, GA 30332, (404) 894-3575.

- - - - -

EXHIBIT D

ADVANCED TECHNOLOGY DEVELOPMENT CENTER  
Georgia Institute of Technology  
Atlanta, GA 30332

(404) 894-3575

PRESS RELEASE

A two-hour program entitled "High Technology...Our Present and Future" will be offered by Georgia Tech's Regional Advanced Technology Development Center at 7 o'clock, November 2, 1981, at the Bank of Barrow in Winder. Attendance will be free.

The program will be an introduction and overview of the background, current status, and future developments expected in a wide variety of high technology fields. Included will be areas such as computers, communications, biology, energy, lasers and fiber optics --- each of which is playing a more and more important role in our private and business lives today.

Just five years ago, it might have seemed futuristic to predict that small businesses or individuals would have their own computer systems --- that cable TV transmissions by satellite would be picked up by homes with their own "earth stations", or that genetic engineering would be manufacturing insulin and other biological agents to help fight disease. But each of these situations is occurring today throughout the country. Significant industries are now supporting demand for product and services in each of these fields.

"Today's high technology businesses are changing industry as much as the Industrial Revolution changed life in the Nineteenth Century," notes Regional ATDC Program Director, Robert G. Schwartz. "And there are exciting and dynamic opportunities in every field for enterprising entrepreneurs and business people. After all, the greatest success stories and worst tragedies in business history relate to the ability of businesspeople to perceive the meanings of the technological change going on about them and opportunities it presents.

## Development 'not an overnight thing'

Economic development is not an overnight thing and it's not easy, according to Mike Easterly, partner-in-charge of the Atlanta office of William Blair and Company, an investment banking firm.

Easterly spoke to about 40 people who gathered Thursday morning for the Jackson County Chamber of Commerce "coffee." He told the group why Jackson County should be interested in economic development.

"The strongest reason I know of for any area to be interested in economic development is the inflationary environment in which we

live," Easterly said. "Economic development and expansion have an impact throughout the community, but financing for such development is one of the biggest hurdles to be crossed today."

Easterly also warned the group against excessive financing with tax-exempt bonds.

"The market can't bear the load of financing everything with tax-exempt bonds," he said. "In many states, and especially in the Midwest, the use of the bonds has gotten out of hand. Tax-exempt bonds were not designed to finance commercial establishments, but to finance ex-

pansions which will provide more jobs and a better economic atmosphere for a community."

Easterly added, he hoped current economic policies being developed in Washington would bring about a proper balance in financing and stabilize the current economy.

In a separate matter, Rep. Lauren (Bubba) McDonald, who was present at the coffee, said he would appreciate hearing from any individual or from the Chamber as a group on the reapportionment question which is being discussed in the Georgia General Assembly.

## Mini-tech center set for this area

Gov. George Busbee has announced approval of a \$73,916 grant by the Appalachian Regional Commission to Georgia Institute of Technology to assist in the establishment of a mini-advanced technology center for Barrow, Madison and Jackson Counties.

He did not say where the center will be located.

Mike Joyner, executive director of the Jackson County Chamber of Commerce, said such a center "will provide a number of opportunities that we don't have at the present time." He said it would help local businesses and industries in updating their technological skills and do such things as help recruit new industries leaning toward high technology and help carry out educational programs which would be meaningful to local businesses.

The mini-center will offer technical assistance to various development groups in all three counties, Busbee said. Assistance could be offered to local development authorities, chambers of commerce, organized business groups or individual business entrepreneurs, it was stated.

The mini-center will include an incubator for the establishment of new small businesses in the three-county area. It will also provide a central point for management assistance, and a recruitment program of new technical operations from beyond the region and specialized education programs to local citizens will also be established to promote new entrepreneurial activities.

No matching grant was required for this project.



# Role of mini-ATDC explained

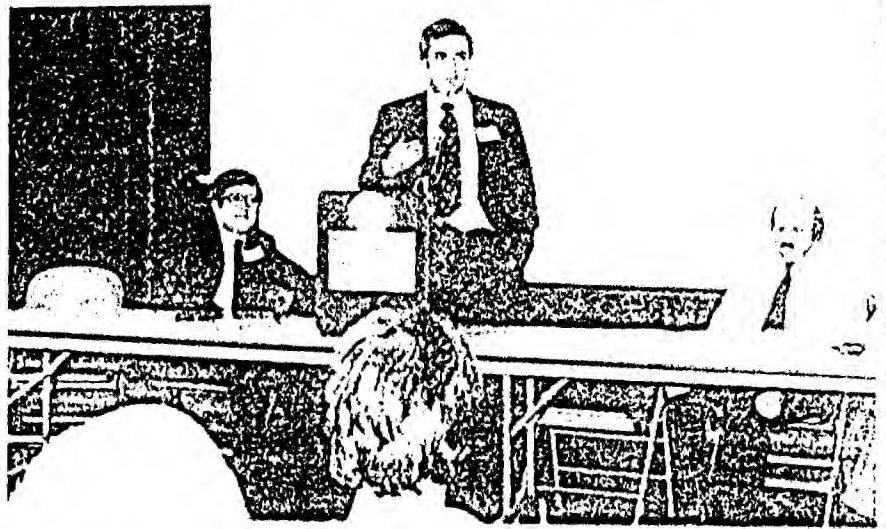
JEFFERSON—About 60 persons from Jackson, Barrow and Madison counties met in Jefferson Wednesday afternoon to hear about the new high technology "mini-center" planned here by Georgia Tech.

The tri-county area has been chosen for a one-year, pilot project that is funded by the federal government and carried out by Georgia Tech. If it is successful, it may be funded for subsequent years and expanded into other areas of the state.

This mini-ATDC will be a resource to help develop new business in the three-county area, leaders state. Staffed and operated by the Advanced Technology Development Center (ATDC) of Georgia Tech, the Mini-ATDC will provide technical and management assistance to new and existing businesses throughout the area.

Wayne Hodges, Dr. Robert G. Schwartz and Philip D. Loveless, all of the Tech ATDC, and Cecil Phillips, special assistant to Gov. Busbee, were present at the program Wednesday in Jefferson. Dr. Schwartz and Loveless will be in the three-county area regularly to consult with individual firms, the Chambers of Commerce, the commissioners and others. They also will conduct some short courses for the public.

Harold Fletcher, member of the Jackson County Board of Commissioners, and Jim Grubiak, Georgia Dept. of Community Affairs, gave the welcome. Jim Dove, Athens, Northeast Georgia Area Planning and Development Commission, made introductions. The meeting was at JEMC.



Among those attending were industry executives, representatives of small businesses and government officials.

It was explained that the ATDC program could, for example, aid a drug store as well as an industrial firm because smaller firms can often benefit from such technology items as computers.

Advisory committees are to be named by each county or community, it was noted, with the commissioners and mayors being involved in this. The Tech representative stressed that the program should be tailored to fit the needs and wishes of the local community.

Through the new facility, the skills and resources of the ATDC will be available to entrepreneurs and local businessmen working to develop high technology ideas and business-

es, it was stated.

The Mini-ATDC will not only provide advice and technical "know-how" for participating enterprises, but, in cooperation with local citizens, will offer an "incubator" environment with physical offices and development space made available to businesses with exceptional potential.

"We have designed this program to help the local citizens create more jobs and new industry for this area of Georgia," explained Schwartz. "The resources of the ATDC will be available to help accomplish this objective."

Establishment of the Mini-ATDC was made possible by a \$73,916 grant made by the Appalachian Regional Commission, and approved by Governor Busbee in July.

## r to elect three directors

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large to choose three members to represent areas that might not be represented by just the six members," Mike Joyner, executive director of the Chamber, said.

Those nominated, their affiliation to the Chamber, and town, are Dianne Blankenship, Hoschton Women's Civic Organization, Hoschton; Ken Bridges, Katherine's Kitchen, Pendergrass; Morris Bryan III, Jefferson Mills, Inc., Jefferson; George Deadwyler, Wayne Poultry,

Pendergrass; Lauren (Bubba) McDonald, McDonald Hardware, Commerce; John Peebles, Jefferson Drug Company, Jefferson; Claude Pardue, Pardue's Antiques, Talmo; Gregory Perry, attorney at law, Commerce; Howard "Robbie" Roberts, First National Bank of Jackson County, Jefferson; John White, Smith, Boley, Brown, Nicholson.

The election is to fill the expired terms of Dr. Joe Griffith, Dr. Jack Shirley and Aaron McKinney.

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**COMMERCE**

WINDY NEWS  
Sept 2

# Can High Technology Seeds Be Planted In Barrow?

By DAVID PRICE  
Managing Editor

Can the seeds of high-technology be transplanted from Silicon Valley, Calif., to the rolling hills of Barrow County?

That is what the Georgia Institute of Technology, with state and federal backing, hopes to find out through an ambitious program to foster fledgling advanced technology firms and upgrade the technological levels of existing industry across the state.

To do this, the Georgia General Assembly last year established the Advanced Technology Development Center on the campus of Georgia Tech. In July, the Appalachian Regional Commission approved a grant of \$73,916 to fund a pilot project to establish a "Mini-ATDC" to serve Barrow, Jackson and Madison counties as an extension of the Georgia Tech center.

On Aug. 26, county and municipal officials, along with local businessmen from the three counties, met in Jefferson for an explanation of the goals and possibilities of the ATDC and the mini-center.

Wayne Hodges of the Georgia Tech ATDC said the overall goal of the program is to create some 36,000 high-technology jobs in the state during the next 20 years. This increase will bring in an estimated \$1.7 billion in employee income alone, he said.

Georgia Tech, with the support of the General Assembly and Governor Busbee, are hoping that the success of similar programs in California, Massachusetts and North Carolina can be repeated here.

Back in the 1930's, Stanford University professor Dr. Frederick Terman was disturbed because so many graduates of Stanford had to leave the Southern California area in order to find advanced engineering jobs.

He encouraged two graduates, Bill Hewlett and David Packard, to create their own business in the Palo Alto area. With the help of Stanford University, Hewlett-Packard is now one of the world's largest producers of electronic devices for measurement, analysis and computation. In 1979, the company had sales totalling \$2.5 billion.

The success of Hewlett-Packard led the university to establish the Stanford Industrial Park in 1948. The park's first resident was Varian Associates, which produced the Klystron microwave generating tube and later won a Nobel

prize for work in nuclear induction. Today, Varian's headquarters cover 80 acres, and its sales total half a billion dollars a year.

Varian and Hewlett-Packard are only two of the more than 800 pioneering technology companies now located in the area around Santa Clara County which has become known as Silicon Valley because silicon computer chips have played such a large role in its growth.

Similar process of universities "incubating" beginning companies have led to the growth of large high-technology industrial parks around Duke University, the University of North Carolina and North Carolina State. Other examples include Route 128 around Boston where the minicomputer industry was born, and other technology centers that have sprung up in Corvallis, Oregon and Orlando, Florida.

Today, Georgia Tech faces the same problem of graduating too many engineers for the locally available jobs. The designers of the ATDC at Tech are hopeful that by promoting pioneer businesses, Georgia too can become a leader in the advanced technology field. They cite the success of Scientific Atlanta, one of 15 high-tech companies spawned by Georgia Tech in the last 30 years, as proof that outside stimulus from the university can speed up industrial growth. Scientific Atlanta, begun in 1952 by six engineers from Tech's Engineering Experiment Station, sold \$124 million worth of satellite communications, cable TV and microwave antennas in 1979.

Bob Schwartz of the ATDC said the goal of the Georgia Center is to promote growth not only in the Metro-Atlanta area, but throughout the rest of the state as well.

In addition, the ATDC will work with existing companies to upgrade their levels of technology and to attract out-of-state industries to locate in Georgia.

High technology companies are considered particularly attractive to a state's economy because of the higher-paid and higher-skilled personnel that they are able to attract.

The ATDC directors said the project, especially the mini-centers like the one to be established in this area, will work closely with existing industries that might be interested in introducing new products. Even the "person who runs the drugstore" can benefit from the mini-center if they want to learn how a computer can help them run their small business, Schwartz said.



## *Meeting Planned Aug. 26 To Explain 'Mini-Advanced Technology Center'*

ATLANTA —Cecil Phillips, special assistant to Georgia Governor George Busbee, will be in Jefferson Aug. 26 with Georgia Tech representatives to introduce area citizens to the new "Mini-Advanced Technology Development Center" for Barrow, Madison and Jackson counties.

The program for the three counties will be held from 1:30 to 3:30 p.m. in the Jackson County Courthouse.

The Mini-ATDC will be a resource to help develop new business in the three-county area. Staffed and operated by the Advanced Technology Development Center (ATDC) of Georgia Tech, the Mini-ATDC will provide technical and management assistance to new and existing businesses throughout the area.

Through the new facility, the skills and resources of the ATDC will be available to entrepreneurs and local businessmen working to develop high technology ideas and businesses.

The Mini-ATDC will not only provide advice and technical "know-how" for participating enterprises, but, in

cooperation with local citizens, will offer an "incubator" environment with physical offices and development space made available to businesses with exceptional potential.

"We have designed this program to help the local citizens create more jobs and new industry for this area of Georgia," explained Dr. Robert G.

Schwartz, director of the Mini-ATDC program. "The resources of the ATDC will be available to help accomplish this objective."

Establishment of the Mini-ATDC was made possible by a \$73,916 grant made by the Appalachian Regional Commission, and approved by Governor Busbee in July.



# Madison preparing to deal with developers

By CATHY GAULT

Special to Athens Daily News  
DANIELSVILLE — Madison county commissioners think the Mini-Advanced Technology Development Center may help bring new business to the county's 100-acre industrial park, located at the intersection of Highways 72 and 72.  
County Attorney Pat Graham told commissioners this week that Phil Weless, director of the Mini-ATDC office in Gainesville, has volunteered help train members of the Industrial Park Development Authority to deal with potential developers.  
The Mini-ATDC is an outgrowth of

the Advanced Technology Development Center established with the help of Gov. George Busbee at the Georgia Institute of Technology in Atlanta. The ATDC and the Mini-ATDC will provide help to established businesses as well as bringing new businesses into the state and the Northeast Georgia area. The Mini-ATDC, with headquarters at Gainesville, is funded with a grant from the Appalachian Regional Commission to work in Madison, Jackson and Barrow counties.

Commission Chairman Vincent Hix said the authority could use some help on how to approach high technology executives to get them to bring their

companies to the county.

The park, which is more than a decade old, now houses one business, the Engineering and Cycle Co., which employs 10 persons, Hix said.

Hix said the park's location near Athens Tech is a plus because of the technical expertise offered at the school. He said the county does not have any businesses lined up at this time, but "I'm more excited now than I ever have been."

In another matter, Terry Dean, director of the Recreation Department, told the commission that no one from the American Legion showed up at a scheduled meeting Monday night

to work out a baseball game schedule for next season.

"I want this put in the minutes that we were supposed to meet Sept. 14," Dean said, adding that he is trying to work out all the schedules.

The Legion was denied use of the Recreation Park ball fields for its league games this past year because the teams used metal cleats. The Recreation Commission has a rule that metal cleats cannot be used on the park ballfields because they are destructive.

Last month, members of the American Legion met with the Recreation Commission and it was agreed

that the Legion would canvass the teams in its league to determine if they would use rubber cleats. The Recreation Commission made it clear that the ballfields are open to the Legion leagues if they do not use metal cleats.

At that time, the two groups agreed to meet again Sept. 14.

More than 500 ball games are scheduled on the Recreation Park ballfields each season.

In other business, the commission decided to hold a bill in the amount of \$180 from the Georgia Mental Health Institute.

Commissioners could not decide what services the county was being

charged for on the bill, which was sent by a DeKalb County judge. Hix guessed the bill concerned a committal hearing for a Madison County resident.

The bill stated that the patient's name could not appear on the form due to the confidentiality law. The commission decided to look further into the matter before paying the bill.

The commission also received a request from the Ivie Funeral Home in Commerce to help defray the cost of a \$1,950 funeral bill. The letter stated that the deceased man's relatives did not have sufficient funds to pay for the funeral.

## Democrats offering amnesty to 'conniving' party members



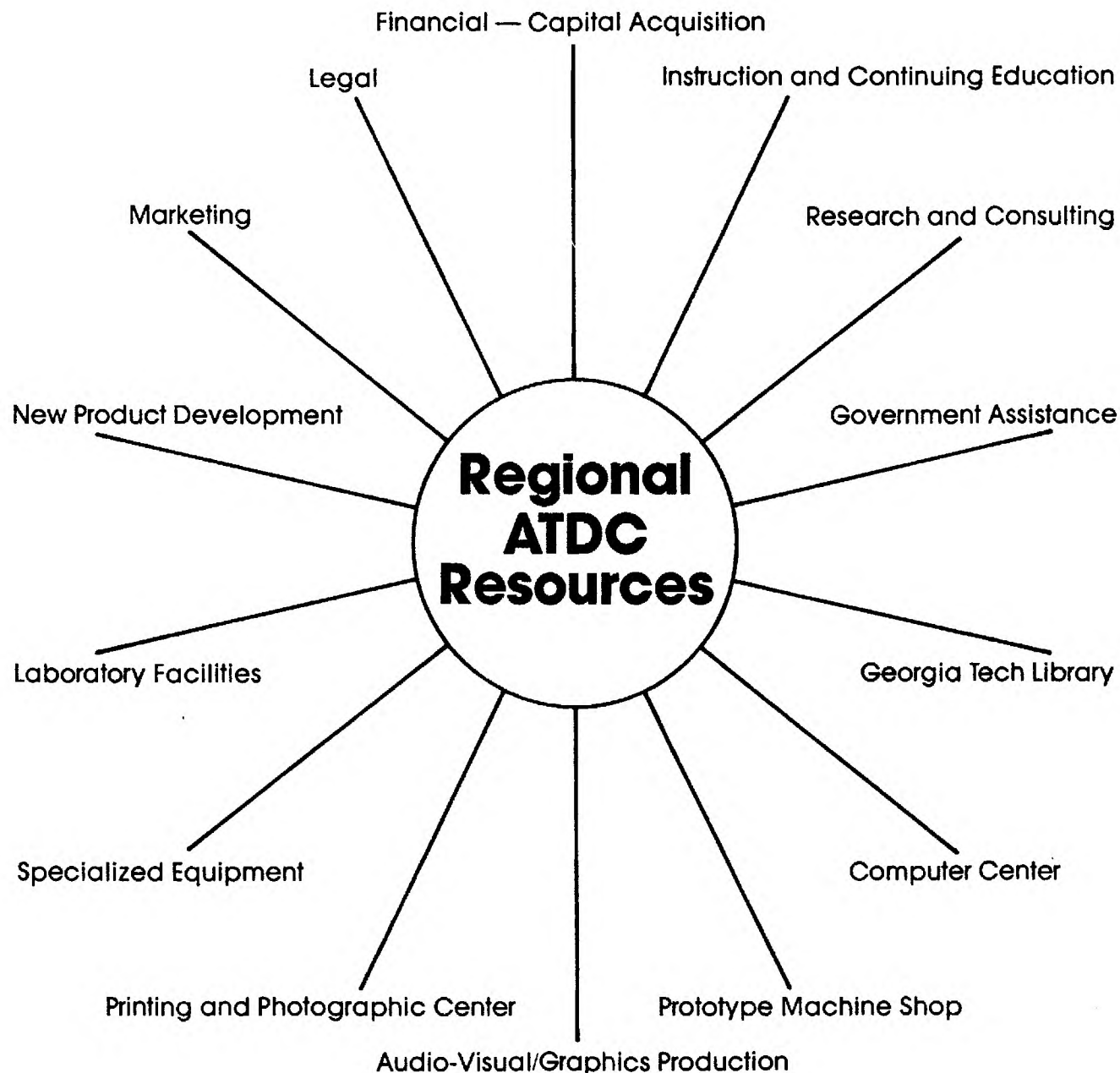
**CATALOG SHOWROOMS**

**Diamond &**

# The ATDC Program

The Regional ATDC is funded by the Appalachian Regional Commission in conjunction with the State of Georgia Department of Community Affairs. Georgia Institute of Technology operates the parent ATDC program in its main facility in Atlanta. The Regional program covers Barrow, Jackson and Madison counties. The specific objectives of the program are to:

- Support local recruitment efforts to bring high technology business to the three-county area
- Support entrepreneurs working in high technology fields
- Aid existing companies in applications of advanced and high technology
- Conduct continuing education programs to improve management skills and to support industrial recruitment activities.



Access to Georgia Tech and the Georgia Business Community

The Regional Advanced Technology Development Center  
Barrow, Jackson, and Madison Counties

The ARC proposal covering a one year personal services contract with Georgia Tech was approved and funded effective July 1, 1981. Its scope is to provide direct personal service to the people of the Barrow, Jackson, and Madison county areas. The contract work takes the form of ATDC type activities and includes:

- . Industrial Recruitment
- . Management Assistance
- . Education

This is a demonstration project to assist the local people in establishing their own program to suit their needs. The viability of the work will ultimately depend on the local adoption of the program. Present indications are that there is great interest and sincere appreciation for the Governor's assistance.

Using the December 17th, 1980, ATDC kick-off as the model, a public meeting was held on August 26th, 1981, at the Jackson E. M. C. The meeting was hosted by the Jackson County County Commissioners and the Jackson Chamber of Commerce. It was attended by approximately 50 people including the Chairpersons of each of the three Boards of County Commissioners, the Mayor of Winder, Chamber Officers, Northeast Georgia APDC representatives, area development personnel, bankers, lawyers, educators, including Vo Tech and the University of Georgia, business persons, and the press. The press included Channel 11, three local papers, one local radio station, and one electronics oriented magazine. The Channel 11 coverage was aired on August 29th and favorably reviewed by the ARC coordinator.

In addition to the preparations for the August 26th kick-off, contract activity for July and August has included contact of local leaders to personally introduce them to the program. Included in this group was State Representative McDonald. It is understood that this is a demonstration project and that the eventual development of a self sustaining program, including an incubator, rests to a major extent on local efforts.

In addition to the personal contacts and the August 26th meeting, there has been one entrepreneur assisted, two local businesses now being assisted, and industrial recruitment activities being initiated in two counties. The educational programs will be initiated in the next quarter. Additional numbers of entrepreneurs and business persons will be

contacted in September. The third industrial recruitment effort will also be initiated in September.

Mr. Phillip Loveless of Georgia Tech's Gainesville field office is responsible for the industrial recruitment efforts. Dr. Robert G. Schwartz, of the ATDC, is responsible for the management assistance and educational aspects of the program. He is also project director. Mrs. Marilyn Casey is a Georgia Tech College of Management graduate student, and assists in staff and field work.



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

January 15, 1982

Mr. Jim Grubiak  
Department of Community Affairs  
8th Floor  
40 Marietta Street  
Atlanta, GA 30303

Dear Mr. Grubiak:

Enclosed are three copies of our Quarterly Report covering the second quarter's activities on our Regional ATDC ARC Grant GA-81-I-303-0331. Should you have any questions, please call.

I will be distributing the report to the appropriate people in the three county area. I will also send one to the Governor's office.

Thank you for your continuing support.

Sincerely,

Robert G. Schwartz, Director  
Regional ATDC Program

RGS:vhh

Enclosure

THE REGIONAL ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER PROJECT

Appalachian Regional Commission  
Department of Community Affairs  
Georgia Institute of Technology  
GRANT GA-81-I-302-0331

Work Accomplished October 1, 1981, through December 31,  
1981

The project activity breaks down into five major areas of endeavor:

- Strategic Planning
- Industrial Recruitment
- Management Assistance
- Education
- Public Relations

Strategic Planning

Because of the demonstration nature of the program, progress is continually evaluated and direction in any one area may be changed. Thus, strategic planning continues and helps to maximize the effect of the Regional ATDC.

Project activity has indicated each of the three counties has different needs. Prime emphasis in Barrow County has been placed on management assistance; in Jackson County, on industrial recruitment and, to a more limited extent, management assistance; in Madison County, on industrial recruitment. Education plays a major role in all three counties. Perhaps the greatest single change in program direction involves the incubator concept. With only a small number of entrepreneurs identified and working on high technology products and/or services, the incubator concept appears premature for adoption in the three-county area.

There is also a change of emphasis on short course presentations. Rather than present programs for the population in general, specific courses aimed at high technology management and development will be conducted within interested businesses. Public meetings will continue, but on a more limited basis.

The appropriate development groups within the three-county area are beginning to take on a more concerted



and assisted effort in industrial recruitment efforts aimed at the growing electronics industry.

Industrial recruitment efforts are being aided. A Regional ATDC-developed marketing plan to reach the initial target market of electronics firms was presented to the three counties. It should be initiated in January, with local development funds supporting implementation. To aid in the planning for high technology business development, assistance has been given in the promulgation of economic development plans only as they relate to high technology business development.

Relevant recruiting data is being compiled. A recruitment training program, aimed at high technology industrial recruitment, will be offered first quarter, 1982. It is expected that several major industrial candidates will be identified by the end of the first year's activities.

Management assistance has been offered to all known high technology firms in the area.

Several business development studies are expected to be initiated by the beginning of the first quarter, 1982. The end result is expected to be new sales and profits for the companies. For companies not considered high tech in nature, the use of advanced technology will be discussed and assistance rendered as appropriate. The end result is expected to be increased or continued profitability through increased productivity. Discussions with representatives of the important textile and garment industries in the area are ongoing. Personal visits are continuing to carry the Regional ATDC story.

Entrepreneurs are relatively rare for the area. After an extensive publicity campaign, initiated with a public meeting which Governor Busbee personally, through mailed invitations, invited guests to attend and hear, first hand, the Regional ATDC story, only two entrepreneurs have surfaced. Both were offered assistance. The high technology service-oriented firm is proceeding without such assistance. The electronics manufacturing firm has sought both technical and management assistance, which are now ongoing. Other entrepreneurs will be sought, but the immediate outlook in terms of mere numbers, is not promising.

The educational aspects of the present program aid and support the prime thrusts of industrial recruitment and

management assistance. In addition to the first public meeting introducing the program, a second public meeting was held. The topic, "High Technology - Our Present and Future," was well received by a moderately sized group. An ancillary result of this activity has been several requests from other parts of the region in the State of Georgia for similar programs for their citizens. One such request, from Athens Vo-Tech, was honored. Over 100 students were presented with the same material. In-house seminars and the industrial recruitment sessions will be offered first quarter, 1982.

As a result of these activities, there will be an increasing awareness by the public to high technology matters and business development in general; and an increased awareness on the part of industry in high technology, management, and management pertinent to new business development.

Through a series of both private and public meetings the program has been introduced and explained in the three-county region. Through wide-spread publicity of the ATDC program, the Regional ATDC has received exposure through other parts of Georgia and the entire Southeastern region of the country.

### Accomplishments

#### Industrial Recruitment

- Ongoing assistance was given to Jackson County in the development of a plan for high technology business growth (Exhibits A and B).
- Discussions with Madison and Barrow County development professionals have begun.
- A recruitment letter has been developed and local funds from each of the three counties will support its printing and mailing. Mr. Jim Dove of the NE Georgia APDC will coordinate responses (Exhibit C).
- The data for inclusion in the fact book for the three county area has been almost completed. The local development groups will cover costs in its printing and dissemination.



- The consultants readying the plans for a Jackson County Industrial Park called to discuss high technology needs.
- The Executive Directors of the Chambers of Commerce in Barrow and Jackson Counties are met with on a continuing basis.
- Technical support continues and is offered to the local governing bodies, including the heads of each of the county commissions.
- The industrial recruitment training course for each of the three counties is ready. Team identification has begun.
- Representatives of the Department of Industry and Trade will be visited in January and the program reviewed for them.

#### Management Assistance

On going calls continue. Companies visited, revisited, and/or assisted were:

Almark, Inc. Jackson County	Food Processor	Technical Assistance
Neotronics Jackson County	Electronics Sale/ Manufacture	Management/Technical Assistance
Ryan Homes Jackson County	Modular Home Manufacturing	Introduced Program
Allgood Machine Co., Jackson County	Tool and Die	Introduced Program
Stop Rite Jackson County	Friction Materials Manufacturer	Introduced Program
Engineering & Cycle Company Madison County	Machine Shop	Introduced Program
Johns-Manville Barrow County	Insulation Manufacturer	Educational Program

Alkaril Barrow County	Chemical Manufacturer	Educational/Management Assistance
Barrow Mfg. Co. Barrow County	Apparel	Introduced Program
Westvaco Barrow County	Chemical Mfg.	Introduced Program
Vistivision Barrow County	Cable TV	Assistance Given

Neotronics of Jackson County and Vistivision were the two firms associated with high technology entrepreneurship that have surfaced. Ongoing technical and management assistance is being offered and accepted by Neotronics. Vistivision has been apprised of our program capabilities, some financial consultation occurred, and will use the program should it be appropriate.

Extensive time has been spent with Mr. Dan Blitch, Vice President of Barrow Manufacturing Company. He has been quite helpful in assisting in the development of a strategy to assist local textile and apparel companies. It appears that a short, several hour meeting with high level personnel from interested companies, covering topical matters of interest to the industries:

- Industrial Education
- State-of-the-Art Manufacturing
- Marketing Strategies for the 1980s

utilizing University System personnel could be the most appropriate way to begin both management assistance and educational components of the ATDC program directed at this important segment of the local industry.

Jefferson Mills, Portec, and Roper Pump were recontacted.

### Education

- The first regional educational program was held November 2 (Exhibit D). It was well received and moderately attended (Exhibit E). Announcements were made in the local press (Exhibit F) and through mailings to local citizens.
- In-house programs will be attempted next quarter, leveraging both management assistance and educational components of the ATDC program.

- J/M and Alkaril were revisited, with programs to initiate next quarter.
- As a result of the November 2 meeting, an invitation was extended and accepted to speak to approximately 100 students at a local Vo-Tech School.

#### Public Relations

- Letters to the August 26th attendees and invitees were mailed (Exhibit G).
- The advisory committee met on October 20 in Jackson County. The program was reviewed.
- The August 26 kick-off was prominently featured in the Southeastern Conductor, giving program visibility throughout the southeast to electronics oriented companies (Exhibit H).
- The Jackson Herald carried an additional story on October 7, covering the ATDC (Exhibit I).
- News stories were carried by local papers and the Southeastern Conductor reporting on the November 2 program (Exhibit J).
- The Regional ATDC brochures were distributed throughout the three county area.
- The NE Georgia APDC distributed 700 brochures to interested persons throughout the state.
- The Northeast Georgia APDC staff members continue to assist with program activities and are a constant source of program support. Several local and regional meetings were attended at their request, helping to disseminate the ATDC story through even a broader area.

## Work to be Accomplished Next Quarter

### Industrial Recruitment

- 2100 recruiting letters will be mailed by the local development group. Consultation will be provided for follow-up.
- The three county high technology recruitment training sessions will be held.
- The three county data book will be compiled. The local development group will print and distribute it as part of their recruitment efforts.
- Work will continue with each of the local county development groups.

### Management Assistance

- Work will begin with Alkaril and Johns/Manville.
- Neotronics activity will continue.
- Other entrepreneurs will be sought.
- The textile/apparel industries' program will be developed.
- Other advanced technology assistance will be developed through past and ongoing contacts.
- Local leadership will receive continuing assistance on matters relevant to contract work.

### Education

- Local high school Vo-Tech teachers will be contacted and programs held for them and interested students.
- Local bankers will be contacted about the efficacy of sponsoring a short course on Venture Capital to be held the 2nd Quarter 1982.

### Public Relations

- The advisory committee will meet this quarter. The program will be reviewed.
- A new round of press coverage is planned in order to up-to-date the public.

## The Future

Present economic conditions in the three-county area are not improving. Federal Government cutbacks in funding and national economic conditions are impacting the area. Rather than attempt to extend this program activity to additional counties with only a limited opportunity to follow through because of no funding, it is recommended that the present program be funded for an additional year. The project is well underway. The working relationships with the local leaders have been and are being established. Knowledge of the program is spreading and increased interest in recruitment and management assistance is surfacing. By the end of the first year's activity, early objectives regarding numbers of entrepreneurs and businesses assisted will not be met. The entrepreneurs are not there and existing business of a high technology nature or in need of advanced technology is limited. However, there is an expanding base of program support, which should bring leveraged results, but not in only one year. The seeds have been planted, but need nurturing.

By the end of year two, with increased emphasis on marketing, several likely prospects would be identified, with at least one or more planning to move to the area. Entrepreneurs would be more numerous because of the increased awareness of high technology brought by the program and the assistance offered, an incentive. Existing business would be aided through business development generated in part by the programs direct assistance.

Training of technical support staff, as a program element, should local institutions not have the capacity, could become a program element. Incubator space, revolving loan funds, and extended new programs do not appear to make strategic sense in terms of the near term resources available. Educational programs would continue at the same level. Local funding of some elements of the program, i.e. the direct mailing aspects of the industrial recruitment marketing campaign, appear a positive sign with respect to program support and eventual self-management. An additional year of activity would help in making the plans a reality.

A Pre-Application was submitted to be followed by an Application in January.

**J**ackson  
**C**ounty  
Chamber of Commerce



DEC 11 1981

December 10, 1981

Mr. Phil Loveless  
Director  
Georgia Tech Industrial  
Extension Office  
P.O. Box 3015  
Gainesville, GA 30501

Dear Phil,

Just wanted to let you know that we really appreciate all the assistance you've provided Jackson County, but especially in preparation and presentation of the Economic Development Plan. We definitely witnessed a turning point in the county's development efforts and the Chamber's role in the community.

I look forward to working closely with you in the future.

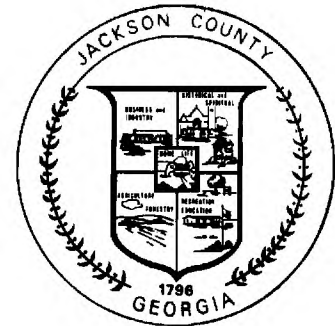
Respectfully,

Mike Joyner  
Executive Director

cc: Ken Bridges



**Jackson  
County  
Chamber of Commerce**



**November 20, 1981**

**Mr. James F. Grubick  
Community Affairs  
46 Marietta Street, N.W.  
Eighth Floor  
Atlanta, GA 30303**

**Dear Mr. Grubick,**

**It is our understanding that the funding cycle for the Mini-ATDC program, which is now providing assistance to Barrow, Madison and Jackson Counties, will end in mid 1982. We would like to extend our full support for any additional funding which might enable this most worthwhile program to continue. Our experience with those involved in the program and the assistance that has been provided to local business, industry, etc. has been exceptional. Now that Jackson Countians have become familiar with the program and begun taking advantage of the valuable assistance, it would be very beneficial to the county for the program to continue.**

**Any assistance you might provide in this matter would be greatly appreciated.**

**Sincerely,**

**Manly Gilmer  
President**

**cc: Dr. Robert Schwartz  
Mr. Jim Dove  
Mr. Phil Lovelace**

**P.O. Box 399 • Railroad Depot • Jefferson, Georgia 30549**

**(404) 367-9090**



# Tri-County Development Group



A Special Invitation... for your company's growth and development. Just return the enclosed card for more free information.

Dear Company President,

I'm writing to well-managed companies like yours because I represent a group of people with an idea that could be vital to your future.

In fact, we want to be part of your future. I'm writing as the Coordinator for the Tri-County Development Group on behalf of all the residents of our three Northeast Georgia counties of Barrow, Jackson and Madison.

We want to tell executives of companies like yours about our area. Why we feel that our region is the region in the South that's most suitable for operating a successful high technology business.

The reasons are simple. We want your business here -- and we're willing to give you the welcome any businessman is looking for in these economic times. That means...

- an experienced labor pool
- outstanding natural resources for plant locations and utilities
- low taxes (and incentives for your re-location)
- attractive real estate at attractive prices
- and proximity to the transportation center of the Southeast to help you meet the demands of your customers across the country -- and abroad.

There are two kinds of governments that businessmen like you have to deal with. The first -- and unfortunately it's the most common -- seems to

-- over, please

HENRY D. ROBINSON / *Chairman, Board of Commissioners / Jackson County / Jefferson, Georgia 30549*

VINCENT J. HIX / *Chairman, Madison County Commissioners / P.O. Box 147 / Danielsville, Georgia 30633*

ANNE J. SEGARS / *Chairman, Board of Commissioners / Barrow County / Winder, Georgia 30680*

Page 2

get in the way of everything you try to do to improve your company's future. The second? That's us... and we're on your side.

We want to go that extra mile to make sure that the people in our counties are a part of the high technology future that you represent. We'll cut down all the barriers so we can work with you.

I can't tell you all I have to say in this short letter. That's why I'd like to send you more free information -- without obligation -- if you're at all interested.

What I'll send you will give you the hard facts: who we are... what high technology people we have... what major university stands behind us with all of its high technology resources... and exactly how we stack up against other regions and states across the country.

You may not know our area by name -- but we're just a short drive down the Interstate highway to Atlanta, the capital of the Sunbelt. And there you'll be in touch with the transportation and communications center of the new South.

Just return the enclosed card and I'll send you more information by return mail. This is just a straightforward business proposition -- we'd like to be part of your future, and we can help you make it happen.

Let me hear from you soon.

Sincerely,

Jim Dove  
Coordinator for the  
Tri-County Development Group

P.S. Just check any box you're interested in on the enclosed postpaid card. We'll send you free information that will show you why you should consider re-locating or expanding your business in Northeast Georgia.

(REPLY CARD)  
(SIDE ONE)

Yes, I want to find out more about the tri-county area — specifically why it represents a major growth and development opportunity for my company. Send me free information without obligation.

NAME	TITLE	
COMPANY		
ADDRESS		
CITY	STATE	ZIP
TELEPHONE		

I'm particularly interested in these checked areas:

- Industrial survey
- Site and building summary
- Tax schedules
- Support services for high technology industries
- Testing and research resources
- Scientific resources

(FLAP)

Just return the postpaid card at left for free information that could be vital to your company.

(SIDE TWO)

Business Reply Mail Indicia

(FLAP)

Introducing Barrow, Jackson  
and Madison, Georgia.  
We want to be part of your future.

*Counties*

PROPOSAL FOR A HIGH TECHNOLOGY  
RECRUITMENT PROGRAM FOR  
BARROW, JACKSON AND MADISON COUNTIES

Re-location to a new area -- or the establishment of a new production facility represent major decisions for any business enterprise. The final decision to open a business branch in Barrow, Jackson or Madison counties would only be made after a thorough study of specific sites -- and specific labor and tax benefits that the counties could provide.

This proposal does not concern itself with the actual benefits or locations that the tri-county area can offer a prospect business. Those specifics can only be decided by meetings and agreements among officials of the three counties concerned.

The purpose of this proposal is simply to outline a direct mail program to make contact with prospective companies in the high technology field, and to acquire specific information from each company prior to county officials making direct contact.

This proposal, in effect, is for a "lead generator" program -- to identify companies who might have an interest in relocating or establishing a new plant in the tri-county area. The success of this program, however, rests entirely with the follow-up and pursuit of interested businesses by the county officials concerned. The proposal is only for making a beginning.

PHASE ONE

OBJECTIVE: Develop a list of high technology companies with expressed interest in possible plant location in the tri-county area.

STRATEGY: Use direct mail to rented lists to make initial contact with propect companies.

DISCUSSION: One list presently available can identify 3,000 high technology electronics firms throughout the Southern states. Other lists can also be developed. For example, Dun & Bradstreet has a mailing list/marketing services division that can identify companies by pre-set criteria such as SIC Code, financial strength, number of employees, number of plant locations, geographical area and so on. Mailing labels and information cards on each prospect company are then provided to the D & B customer using these services.

When the prospect list has been secured, a mailing should be planned with the objective of identifying companies interested in possible relocation.

In order to start the dialog on a positive note — and to elicit a strong response — it is suggested that the tri-county development group make an offer of free information or a free report to the principals of each company.

A secondary motive is to secure a reply to the original mailing, since a respondent's name becomes the property of the mailer, and future contact mailings can be made without further payment to the original list owner. Names from the rented list that reply become your list.

This information can be a brochure describing the counties and their potential benefits to industry... or could even be available information secured from state development bodies or from Georgia Tech.

The actual presentation made in the first mailing should not be an extensive introduction to the three counties concerned. It should instead merely create interest in finding out more about the counties ... and about possible incentives available to businesses planning expansion and/or re-location.

It is suggested that the format for the mailing be a simple printed business letter and reply card, enclosed in a standard business envelope (# 10). Brochures or report information should be restricted to companies expressing interest in the area, effectively controlling costs.

Budgeting for this phase of the effort will depend on the source of the list... the quantity of companies contacted... the materials used ... and the extent of outside services involved. Here is a possible scenario:

Mailing to 5,000 companies using  
a non-custom rented mailing list

<u>Item in Mailing</u>	<u>Cost per Thousand</u>	<u>Total Cost</u>
List	\$ 75	\$ 375
Letter	35	175
Reply Card	20	100
Envelope	30	150
Mailing Services	35	175
Postage	200	1,000
	<u>\$395</u>	<u>\$1,975</u>



If a vendor like Dun & Bradstreet compiles a list to exact specifications, additional developmental costs would be incurred. Some production expenses would also be incurred for letterhead design, typesetting and mechanical art, but these can be kept to a minimum. For budgeting purposes, the following costs could be used, based on securing professional outside involvement:

Stationery: designs, type and mechanical for letter and outer envelope	\$250
Reply Card: layout, type and mechanical	\$120
Total	\$370

It is recommended that the reply card feature postage-paid reply mail indicia, with reply mail costs covered by the Tri-County Development Group. Pre-paid postage is known to increase response rates to direct mail offers. Costs are only incurred when a reply is actually mailed back to the sender, and are presently less than 50 cents per reply.

Response to direct mail offers varies considerably and cannot be accurately predicted. However, an attractively presented offer of free information might be expected to elicit response in the area of 0.5% to 5%. In the above example, this would constitute between 25 and 250 replies.

#### PHASE TWO:

**OBJECTIVE:** Secure detailed information from companies replying to the Phase One mailing so that Tri-County Development Group officials can prepare a strong "selling" case for the area based on each prospect's needs.

**STRATEGY:** Enclose a brief questionnaire with the "free information" being sent back to Phase One respondents.

**DISCUSSION:** By returning the free information promptly, the Tri-County Development Group will be beginning a dialog with companies on a positive note.

Since the motives of the Development Group are obvious, it will be consistent and appropriate to lay groundwork for further -- and more specific -- discussion.

The information sent to fulfill the Phase One offer should be in the form of a brochure or "report to industry" on the three-county area. The format will have to be decided on after a complete study has been made of the potential benefits the area can present as incentives to industry. The final product could be a slick brochure... a typewritten "report"... or anything in between.

One possibility would be to prepare a typewritten "fact sheet" of three or four pages and enclose it with State of Georgia information in a printed file folder or jacket. The costs to the three counties would be minimal -- just printing the fact sheet and folder -- if the State information can be secured at little or no cost.

Additional elements should be a cover letter, questionnaire and reply envelope. The questionnaire should attempt to elicit as much information as possible from the respondent company -- although it must be brief and easy to answer. Obvious areas to cover would include a description of the business... number of locations and employees... expansion plans and requirements... and so on.

The completed questionnaires will then serve as the starting point for dialog that the Tri-County Development Group would conduct by telephone and eventually on a face-to-face basis with prospects.

Cost for the Phase Two mailing is impossible to estimate due to the many variables involved. However, as alternatives are discussed, the ATDC can cost out appropriate budget estimates for planning.

**YES,** I want to find out more about the tri-country area—specifically why it represents a major growth and development opportunity for my company. Send me free information without obligation.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

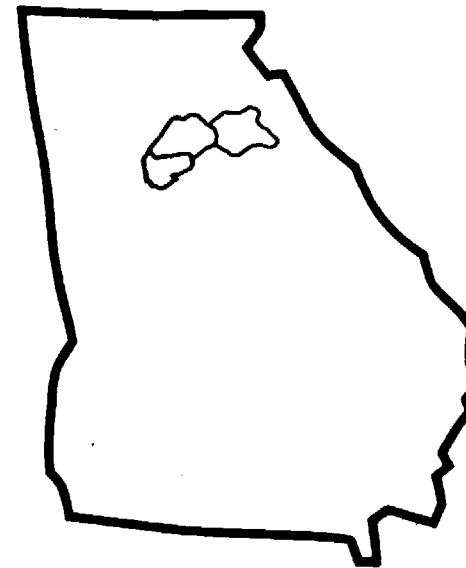
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

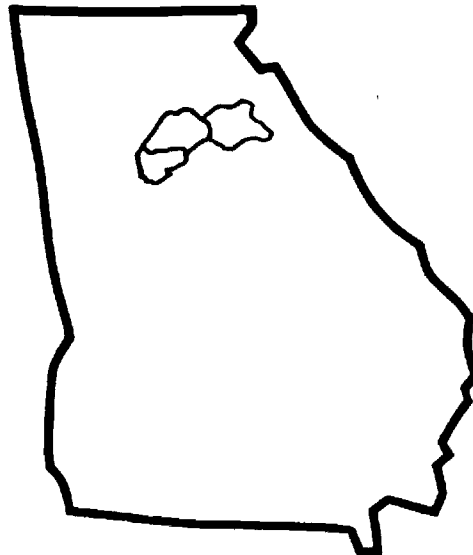
Telephone \_\_\_\_\_

I'm particularly interested in these checked areas:

- |  |  |
|--|--|
| <input type="checkbox"/> Industrial survey         | <input type="checkbox"/> Support services for high technology industries |
| <input type="checkbox"/> Site and building summary | <input type="checkbox"/> Testing and research resources                  |
| <input type="checkbox"/> Tax schedules             | <input type="checkbox"/> Scientific resources                            |



Just return the postpaid card at left for free information that could be vital to your company.



Introducing ~~Barrow~~, Jackson and Madison Counties, Georgia. We want to be part of your future.

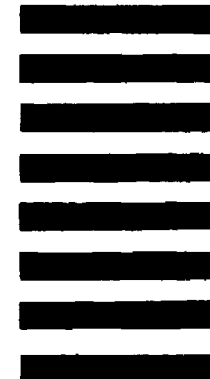


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NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST CLASS PERMIT NO. 2022 ATHENS, GA.

Postage will be paid by addressee  
**Tri-County Development Group**  
305 Research Drive  
Athens, Georgia 30610





## **Tri-County Development Group**

305 Research Drive, Athens, Georgia 30610

EXHIBIT D



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

High Technology:

Our Present, Our Future

Monday, November 2

7:00-9:00 pm

Welcome: Mrs. Anne Segars, Chairman  
Barrow County Commissioners

The Honorable John Mobley, Mayor  
Winder, Georgia

Introduction: Dr. Robert G. Schwartz, Project Director  
Regional ATDC

Program: High Technology, A Definition

Electronics and Computers

Biomedicine and Genetics

Optical Fibers--Electronics

Communications

Lasers

Energy

Robotics

Space Technology

Avionics

The Future

Please feel free to ask questions during the discussion

We appreciate the use of the Civic Room and thank Mr. Jones and the Bank of Barrow

We invite you to visit and view the applications of computer technology presented  
by Advanced Computer Technology of Atlanta.

This program is one element of the Regional Advanced Technology Development  
Center Program sponsored by the Department of Community Affairs, State of  
Georgia and the Appalachian Regional Commission.

An Equal Education and Employment Opportunity Institution

EXHIBIT E

Georgia Institute of Technology  
A UNIT OF THE UNIVERSITY SYSTEM OF GEORGIA  
ADVANCED TECHNOLOGY DEVELOPMENT CENTER  
325 HINMAN RESEARCH BUILDING  
ATLANTA, GEORGIA 30332  
(404) 884-3575

November 2, 1981  
Bank of Barrow  
Winder, Georgia

HIGH TECHNOLOGY:  
Our Present, Our Future

Attendance List

Jimmy Ford  
Athens Tech  
Athens, Georgia

Robert Shelnett  
Athens Tech  
Athens, Georgia

John Barclay  
Advance Computer Technologies  
Atlanta, Georgia

Cecil Brannon  
Bank of Barrow  
Winder, Georgia

Guy Scaife  
General Telephone Company  
Winder, Georgia

Carl Jones  
Bank of Barrow  
Winder, Georgia

Jon Peacock  
Georgia Tech  
Atlanta, Georgia

Cora Lou Nix  
Winder/Barrow Chamber  
of Commerce  
Winder, Georgia

Betty Sweeney  
(wife of J. B.)  
Madison County

Mayor John O. Mobley, Jr.  
Winder, Georgia

Jim B. Sweeney  
Madison County Industrial  
Development Authority  
Danielsville, Georgia

Anne Segars  
Chairman - Board of  
Commissioners  
Winder, Georgia

Frances Stewart  
Southeastern Conductor  
Atlanta, Georgia

David Jackson  
Winder Lumber Company  
Winder, Georgia

Byron Gilbreath  
Bethlehem, Georgia

John Robinson  
Southern Waistband  
Winder, Georgia



11/2/81  
Attendance List

-2-

Vincent Hix  
Madison County  
Danielsville, Georgia

Buddy Moore  
Madison County

Pal Batra (and Nam)  
Biosystems, Inc.  
762 U.S. Highway 78  
Loganville, GA 30249

Jim Dove  
Northeast GA APDC  
Athens, Georgia

Joe Morton  
Northeast GA APDC  
Athens, Georgia

Mike Joyner  
Jackson County  
Chamber of Commerce  
Jefferson, Georgia

Bob Poe  
Editor  
Winder News  
Winder, Georgia

Mildred Schierman  
Athens Daily News  
Athens, Georgia

Helen Arnold  
Winder News  
Winder, Georgia

Walter Howard  
(?)

df/



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

Should you have any questions or comments about what you have heard tonight or what you would like to see future programs be about, please comment:

Comment: *THE PROGRAM WAS VERY INTERESTING, THAT IS THE TOPIC. EVERYTHING SEEMS TO EVOLVE AROUND MICRO-ELECTRONICS. AS A VOCATIONAL INSTRUCTOR, I WOULD LIKE TO SEE HOW YOU PEOPLE PROPOSE THAT WE KEEP OUR INSTRUCTIONAL PROGRAMS UP-TO-DATE WITH ALL THIS ADVANCING TECHNOLOGY. OF COURSE I HAVE MY OWN OPINION ON THIS PARTICULAR SUBJECT, BUT WE NEED TO KNOW THE THINKING OF YOU, THE PEOPLE PROPOSING THESE THINGS.*

Question: *WOULD IT BE POSSIBLE TO PRESENT A PROGRAM TO THE STUDENTS AT ATHENS AREA VOCATIONAL TECHNICAL SCHOOL? THIS SCHOOL IS RESPONSIBLE FOR PROVIDING TECHNICAL TRAINING FOR PERSONS IN A 14 COUNTY AREA. BARROW, JACKSON AND MADISON COUNTIES ARE JUST THREE OF THE FOURTEEN. I THINK THIS WOULD BE A GREAT FORUM FOR YOU.*

Name: *JIMMY C. FORD, INSTRUCTOR*

Address: *ATHENS AVTS, U.S. HWY 29 N., ATHENS, GA. 30610*

Telephone: *(404) 549-2360*

---

## **'High Technology Future' For Barrow Topic Of Meet**

A two-hour program entitled "High Technology ... Our Present and Future" will be offered by Georgia Tech's Regional Advanced Technology Development Center at 7 p.m., Nov. 2, at the Bank of Barrow in Winder. Attendance will be free.

The program will be an introduction and overview of the background, current status, and future developments expected in a wide variety of high technology fields. Included will be areas such as computers, communications, biology, energy, lasers and fiber optics — each of which is playing a more and more important role in private and business lives today.

This course is the first in a series of two-hour programs to be offered by the Regional ATDC in Barrow, Jackson and Madison counties. The next program will include sessions on product development, entitled "Winning New Business," and will be held

Jan. 25 at the Jackson EMC building. A third session on improving management skills will be held March 29 at the Madison County Courthouse.

The three sessions are part of the ATDC's effort to stimulate, assist and develop high technology enterprises in the three-county area. Through the ATDC, businesses utilizing high technology can have access to expertise in management, finance and high technology data at Georgia Tech in order to strengthen their companies.

Touching on industrial activity from computers to cloning organisms, to solar energy, the lecture and slide presentation will be of interest to businessmen, entrepreneurs, investors and the public at large.

For more information, contact Robert Schwartz at the Regional ATDC, Georgia Institute of Technology, Atlanta, Ga., 30332. Telephone 894-3575.

---

*John Herold*

*Oct 1981*

PRESS RELEASE

A two-hour program entitled "High Technology...Our Present and Future" will be offered by Georgia Tech's Regional Advanced Technology Development Center at 7 o'clock, November 2, 1981, at the Bank of Barrow in Winder. Attendance will be free.

The program will be an introduction and overview of the background, current status, and future developments expected in a wide variety of high technology fields. Included will be areas such as computers, communications, biology, energy, lasers and fiber optics --- each of which is playing a more and more important role in our private and business lives today.

Just five years ago, it might have seemed futuristic to predict that small businesses or individuals would have their own computer systems --- that cable TV transmissions by satellite would be picked up by homes with their own "earth stations", or that genetic engineering would be manufacturing insulin and other biological agents to help fight disease. But each of these situations is occurring today throughout the country. Significant industries are now supporting demand for product and services in each of these fields.

"Today's high technology businesses are changing industry as much as the Industrial Revolution changed life in the Nineteenth Century," notes Regional ATDC Program Director, Robert G. Schwartz. "And there are exciting and dynamic opportunities in every field for enterprising entrepreneurs and business people. After all, the greatest success stories and worst tragedies in business history relate to the ability of businesspeople to perceive the meanings of the technological change going on about them and opportunities it presents.

This course is the first in a series of two-hour programs to be offered by the Regional ATDC in the Barrow, Jackson and Madison County areas. The next offerings will include sessions on product development, entitled "Winning New Business", to be held on January 25, 1982, at the Jackson EMC Building, and the last session on improving management skills entitled "Managing the Manageable...A Business Perspective", to be held March 29, 1982, at the Madison County Courthouse.

It's all part of the Regional ATDC's efforts to stimulate, assist, and develop high technology enterprises in the three-county area. Through the ATDC, businesses utilizing high technology can have access to expertise in management, finance and high technology knowledge at Georgia Tech in order to strengthen their companies.

Touching on industrial activity from computers to cloning organisms to solar energy, the lecture and slide presentation will be of interest to businesspeople, entrepreneurs, investors, and the public at large.

For more information, contact Robert G. Schwartz, Regional ATDC, Georgia Institute of Technology, Atlanta, GA 30332, (404) 894-3575.

- - - - -

EXHIBIT G

AZ

To: Attendees

EEB

Georgia Institute of Technology  
ENGINEERING EXPERIMENT STATION

ENGINEERING EXTENSION LABORATORY

Northeast Georgia Area Office  
419 Bradford Street, N.W.  
P. O. Box 3015  
Gainesville, Georgia 30501  
Area Code 404 532 5420

October 5, 1981

Mr. Ken Eason  
Athena Technical Center  
U.S. Hwy. 29, North  
Athena, GA 30601

Dear Mr. Eason:

Thank you for attending the recent meeting that announced the Regional Advanced Technology Development Center.

Brochures explaining the program have been prepared and two are enclosed. Please pass one on to someone you know who might be interested in the assistance that is available through the ATDC.

If you have any questions or require additional information, please give me a call.

Sincerely,

Philip D. Loveless, Director  
Northeast Georgia Area Office

PDL:df

Enclosures



# Georgia Institute of Technology

A UNIT OF THE UNIVERSITY SYSTEM OF GEORGIA  
ADVANCED TECHNOLOGY DEVELOPMENT CENTER  
325 HINMAN RESEARCH BUILDING  
ATLANTA, GEORGIA 30332  
(404) 894-3575

We were sorry that you were unable to attend our kick-off meeting for the Regional Advanced Technology Development Center program in Barrow, Jackson, and Madison counties.

We have enclosed our brochure describing the Center as well as a copy of the press release covering our public programs which begin November 2, 1981, at the Bank of Barrow in Winder, at 7:00 p.m.

We hope you will be able to participate with us.

Sincerely,

Robert G. Schwartz  
Project Director  
Regional Mini-ATDC

RGS:df

Enclosures

# Southeastern Conductor

Vol. 1 No. 3

October 1981

## Mini-ATDC creates jobs

**"T**his whole program is about capital formation in the State of Georgia — capital formation through the creation of jobs." The objectives of the Advanced Technology Development Center (ATDC) were defined by Dr. Robert Schwartz at a kick-off meeting to introduce the new Mini-ATDC for Barrow, Madison and Jackson counties. Dr. Schwartz, director of the Mini-ATDC, along with Jim Grubiak (from the Georgia Department of Community Affairs), representing Governor George Busbee, and representatives from Georgia Tech, met with approximately 50 area citizens to present the goals and objectives of the program.

Staffed and operated by the ATDC of Georgia Tech, the Mini-ATDC will be patterned after its parent program, and thus serve as a resource center providing technical and management assistance to new and existing businesses working to develop high technology ideas. An "incubator" environment with office and research space will be established in cooperation with local citizens.

In an interview following the meeting, Philip Loveless, ATDC staff member and director of the Northeast Georgia Area Office, expressed the hope that not only would local busi-

nessmen take advantage of the facility, but that private individuals with unique product ideas would contact the ATDC for assistance.

Dr. Schwartz outlined a three part program: management assistance, education, and industrial recruitment. He emphasized that the new Mini-ATDC is a demonstration project for the entire State of Georgia. Program funding presently exists for only one year, but Schwartz pointed out, "if we begin to make an impact on existing businesses; if we begin to make an impact on recruiting additional businesses to the area, there is a possibility of funds for the second or third year, which will impact not only on this region, but the entire Appalachian region as well."

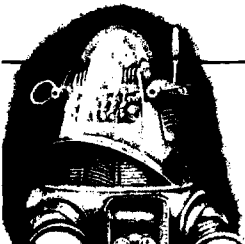
Establishment of the Mini-ATDC was made possible by a \$73,916 grant from the Appalachian Regional Commission, and approved by Governor Busbee in July.

Philip Loveless explained to the group that there were about 60 to 65 manufacturing firms with potential expansion possibilities for movement toward higher technology. "We're already in the process of identifying where in the next 20 years we might want to locate in-

*Philip Loveless outlines future plans at the Mini-ATDC kick-off meeting. (Illustration by Sue Mabry-Green)*

**Robots are alive and well at Piedmont TEC**  
see pages 4, 5

**There's new vision for the partially-sighted**  
see pages 7, 8



Continued on  
page 11



## TAD TECHNICAL SERVICES CORPORATION

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## TAD TECHNICAL SERVICES CORPORATION

2840 N.E. Expressway • Suite 200 • Atlanta, GA 30345 • 404/325-7400 • Branch Manager: Daniel Fahey

# Technology of Training

---

by Paul Zebb  
Technitron, Inc., Sunnyvale, Calif.

---

**M**anagement is constantly faced with deciding the method and extent of training to be done. Training is an essential part of improving quality and productivity, yet the mobility of the American worker and varied successes with training programs has caused managers to be conservative in training or, in some cases, ignoring it almost entirely.

This article will not deal with the extent of training required. That is something each manager must decide. But rather, it will deal with the techniques of effective training. Training is being defined in a very broad sense to include all the worker needs to know about the company as well as their specific job.

How well people learn depends first upon their attitude, interests, and desires; and second on the methods and thoroughness of the training techniques. My primary emphasis is on the second area, but some comments are appropriate here about people's attitudes, interests, and desires.

People learn what they want to learn — what they are interested in. If their existing attitude towards learning is negative, this behavior needs to be changed. Oversimplified, their attitude can be changed through attaining positive results from learning experience. If a person has a negative attitude, or lack of interest, telling them about it will not typically change their behavior. Thus it makes no sense to invest in training until people want to learn. Management, through its actions, does have the power to create a vested interest in learning.

To gain an understanding of good train-

ing techniques, we need to look at how both memory and learning processes work.

Memory is the ability to recall or retain experiences or information. There are many different theories on how memory works. The most widely accepted is called the interference theory. Retention, or conversely, the amount forgotten, is determined by the quantity of experiences that occur after the learning experience.

**T**he greatest amount of forgetting occurs immediately after the learning experience. There is a slowdown of loss after this initial loss. Reviewing after a learning experience as well as using what has been learned reduces the loss.

For long-term retention, it is best to overlearn a task. As an example, if you were memorizing a procedure and successfully repeated it, it would help retention to repeat it over a few more times.

The mind remembers through association or linking information or experiences by a common thread called a memory or neural trace. Thus it is very important to establish an organized memory trace on which future detail can be associated. This is critical in the learning process that I will discuss later. People remember best general principles and build upon these.

In building the memory trace, it is best to present material on one subject at a time at intervals over a long period of time. All of us have experienced cramming for an exam at the last minute and finding this material is largely forgotten shortly after the exam. Yet, if we learned the material over a longer period, the material would be retained longer. The trace also needs time, seconds or a few minutes, to be established, to jell.

Another important factor about the memory trace or the linking of common items

is that it is finite. The number appears to be seven plus or minus two. Thus information should be presented in clusters of approximately seven and detail (subsets) under each of these would also be in sets of approximately seven or less.

Some additional ways to speed up or improve memory include building on material already known; reciting, which is critical to memory; putting what you have learned in your own words — you can't remember what you don't understand; using all your senses — seeing, hearing, writing and saying what you have learned. Reading is better than hearing information because you can move at your own pace, and speaking or writing what you have learned is the only true test of your understanding.

**N**ow let's take a look at the learning process. This explanation of the learning process, as with the explanation on memory, is greatly oversimplified. Both are very complex and continuous.

The learning process is one of storing information. For something to be retained, it must be clearly impressed at least once. The emphasis in the learning process should be placed on accuracy. This will establish a clear memory trace that can be built upon in more detail later. You can remember best what you understand. Understanding what you learn is called *encoding*, where the emphasis is on un-

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*Editor's note: Paul Zebb, Jr. has recently joined Technitron, Inc., of Sunnyvale, Calif., an independent manufacturer of PC boards, as vice president.*

# Arrowtech's Atlanta move boosts growth

**A**rowtech, Inc. in Marietta, Ga., is a shop whose natural surroundings give it the resemblance of a forest retreat, rather than a place of business.

Inside, however, is a variety of equipment and activities that belies its modest appearance: a well-furnished drafting room, assembly/solder stations, wavesolder machines and harness boards. Employees were involved in a number of tasks, ranging from simple board stuffing to final assembly of process-control computers.

Most of Arrowtech's growth has occurred since the firm moved to Atlanta from Muscle Shoals, Ala., two years ago. Dave Horton, one of the owners, explains, "A few years ago, when the only service we offered was PCB design, customers would ask: 'Do you stuff boards?' 'Do you know where I can get a box for this?' 'Who puts them together?'"

"A step at a time, we've been able to answer more and more of their questions with 'we do.'"

Sonia Horton, Dave's wife and business partner, adds, "We can help a little or a lot. We're a big help to the small firm that doesn't have people on their payroll to do PCB design, packaging and electronic assembly. We're also a reliable source of back-up capacity for

larger firms that already have in-house design and assembly capability."

Since the electronics industry is one of the fastest-growing sectors of the Atlanta-area economy, I asked Dr. Horton what he found most most challenging about being a part of this growth.

"Preparing ourselves to meet our customers' needs in areas we haven't yet mastered. For example, one customer requested that we quote on assembly work for boards, chassis and enclosures for RF circuits using ultra-miniature 'chip' components.

"We, in turn, asked them if they knew how to do that work successfully. Since this company was willing to help us learn how to meet their needs, we were willing to invest the time, money and manpower necessary to do a good job."

**D**r. Horton explained Arrowtech's attitude. "We are here to serve. I think that any firm meeting the needs of the electronics industry must be willing and able to learn and grow. We won't be able to design and build tomorrow's products with yesterday's technology.

"To help our employees grow, and to help us grow, we have started holding weekend ses-

sions to introduce them to printed circuit design. We believe that training our own talent in-house is the best way to control the quality of work that goes out the door. If you don't maintain the quality of your work as you grow, you are wasting your time in the electronics industry." □

## Mini-ATDC creates jobs

*Continued from page 1*

dustrial tracts." He pointed to the rapid development in East Gwinnett County, Ga., and the movement of industry northward from Gwinnett County toward the tri-county area of Barrow, Madison and Jackson. "Unless you are prepared first," he warned, "it's going to overwhelm you, and that's where we are here to help."

Dr. Schwartz summed up the goals of the ATDC program: "We are positioning ourselves for the future today before we have to play catch up with tomorrow." □

# We want you to come in First.

**FIRSTATLANTA**  
The First National Bank of Atlanta

Member FDIC



# Industrial development

## ATDC program focuses on planning for high technology growth

BY PRISCILLA DAVES

So you think you might need a computer to help out in your business, but you don't know what kind of equipment you need?

Or you would like to start your own business, but don't know how?

You may need to contact the Advanced Technology Development Center in Jackson County. Specialists are working to provide answers to questions faced by small and large businesses in research called "Mini-ATDC."

The center is now working on a year-long study focusing on Jackson, Barrow and Madison counties. Funded by

the Appalachian Regional Commission, the study is designed to aid new and existing businesses, help those working to develop businesses and provide research data to businesses looking at the area.

The ATDC was established in Georgia in 1975 to help attract high technology to the state. The center works on a variety of problems from traffic control to medical science research and from environmental protection to computer application.

The primary emphasis in the three counties will be on industrial development, according to Dr. Robert G. Schwartz, director of the Mini-ATDC program.

Using the resources of the Georgia Institute of Technology, the Mini-ATDC will review any request about a product, process or business idea related to high technology and determine whether the center can be of assistance, Dr. Schwartz said.

The ultimate goal of the ATDC management assistance program is to aid businessmen and companies with an idea or product from the beginning stages of its development, and turn it into a viable and established high technology product or enterprise.

An example of the kind of assistance available is motivation, incentive compensation and training to employees in a business.

"Productivity assistance or help with employee management produces many benefits from the state and the state's businesses," Schwartz said. "Increased output is generated, market expansion is encouraged and profits improve."

Schwartz, working with the Jackson County Chamber of Commerce, plans to research the county and then train local leaders to answer questions of businessmen looking at the area for relocation.

"Our staff engineers guide communities in developing industrial property, they advise development groups in strategies for attracting industry and then help cities in the state sell themselves to companies as sites for new plants," he added.

According to the director of the Mini-ATDC, one problem this area has had is that there has been little or no research done to answer the questions of outside businesses either national or foreign.

"They want to know what the potential labor force is and what resources they will have," he said. "Without research, local leaders have been unable to answer those questions effectively and several businesses have gone elsewhere."

"The ATDC won't do any recruiting, but we will pave the way for recruiting by providing background research marketing. Then it will be up to the local people to follow up and make this program a success," he said.

JACKSON COUNTY  
CCT 7, 1981

THE WINDER NEWS—WEDNESDAY, NOVEMBER 4, 1981—3A

## High Tech Arrives In Barrow

Lasers, robots, and optical fibers are no longer a part of our future; they are with us now.

Most of us tend to think of these concepts in terms of what we've seen in the movies, but they are used every day in communications, medicine, avionics, and manufacturing.

Dr. Robert G. Schwartz, Project Director of the Regional Advanced Technology Development Center at Georgia Tech presented current applications of high technology to Barrow Countians at the Bank of Barrow Civic Room on Monday night.

Barrow County is one of three in Northeast Georgia targeted by a model state program for sites for new high technology development companies.

Using slides and, in some cases, actual examples, Dr. Schwartz enlightened the group on the uses of high technology for everything from using

Continued on Page 3A

## Tech

From the Front

laser beams to shell peanuts to the utilization of solar power.

Dr. Schwartz and ATDC are presenting these programs to businesspeople in an effort to show them how high technology can increase efficiency as well as, in some cases, safety in the manufacture of clothing and other products.

He cited the example of PRC in Kennesaw, Georgia. This company has perfected a laser system used in shelling peanuts so that the meat of the peanut is not cut — a major problem encountered in using the conventional method of shelling with the use of a razor blade. When the meat of the peanut is left intact, water is not lost from the peanut thereby increasing the yield and saving the peanut farmer from some of the losses he has experienced in the past.

Dr. Schwartz went on to explain the uses of fiber optics in communications, laser beams in surgical techniques, solar power and chemical usage in our search for new energy sources, robotics in areas of manufacturing presently hazardous for humans, and computers in home and office applications.



# Area high technology possibilities discussed

By MILDRED SCHIERMAN  
Daily News State Editor

WINDER — For those of you dreading the thought of going into work this morning, take heart. The day may be coming when you will do most of your work at home, getting your assignment on your home computer and transmitting the completed task the same way.

According to Dr. Bob Schwartz, program director for the regional Advanced Technology Development Center (ATDC), the increasing cost of transportation will make it necessary to conduct much of our business from

our homes in the future.

This was only one of the uses of high technology which Schwartz discussed at the first of several meetings sponsored by the regional ATDC in Barrow, Jackson and Madison counties to stimulate ideas on how to attract such enterprise to the area.

Schwartz said that the use of technological advances will, in some ways, allow us to go backward. As an example, he predicted that in the future you will be able to order your groceries by computer to be delivered or picked up at your convenience, much as people before World War II

placed their orders by telephone.

The parent ATDC program is operated on the Georgia Institute of Technology campus in Atlanta. However, funding from the Appalachian Regional Commission has allowed a regional program for Jackson, Madison and Barrow counties in an effort to attract some high technology industry to this area. Part of the program is educating citizens about the use of high technology and counseling them on how it can be applied to their businesses.

The meeting this week, held in Winder, was to explain how high

technology is used in biomedicine and genetics, communications, lasers, energy, robotics, space and avionics. Schwartz pointed out how some of the technology could be used in businesses in Winder and Barrow County. As an illustration of the innovative ways some of the technology could be used, he told of a peanut processing plant in Kennesaw that is using lasers to cut the skin from peanuts.

He pointed out that Atlanta is center for fiber optics which transmits voice, television and data signals via pulses of laser light traveling through an ultra-thin glass strand. Fiber optic

technology will revolutionize the telephone and cable television business, it is thought, because cables using this technique are smaller, lighter, have a higher capacity and are interference-free.

Schwartz also pointed out that technology, such as that needed for the space shuttle program, could lead to such diverse uses of outer space as growing the crystals needed for fiber optics or producing exceptionally pure drugs.

"Today's high technology businesses are changing industry as much as the Industrial Revolution changed life in

the 19th century," Schwartz noted. Electronic mail and a checkless society are here now but will be common as we learn to rely on technology more and more, according to Schwartz.

The next course offering of the Regional ATDC will be on "Winning New Business," and will include ideas on product development. It will be held at the Jackson EMC building in Jefferson on Jan. 23.

The last session on improving management skills, entitled "Managing the Manageable...A Business Perspective," will be held March 23, 1982.

## Weather

The forecast for today calls for a 70 percent chance of showers. The high will be near 70, the low in the mid-60s. Winds will be variable at 5-10 mph. National weather summary on page 2.

# Athens Daily News



ATHENS AREA

Northeast Georgia's Morning Newspaper

VOLUME 17 — NUMBER 218

THIS PAPER CAN BE RECYCLED

ATHENS, GEORGIA, 30612, FRIDAY MORNING, NOVEMBER 5, 1981

6 SECTIONS — 64 PAGES

FIFTEEN CENTS

## Robbery suspect convicted

By PAUL LIPSEY  
Daily News Writer

A 19-year-old Athens youth was found guilty Wednesday of armed robbery charges following a two-day trial in Jackson County Superior Court.

Henry Wade, 201 N. Fairview St.,



## Busbee charges

# Prisons top budget woes

# JANUARY

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and government organizations, will round off the program.

For further information, contact the Conference Manager, U.S. Professional Development Institute, 12611 Davan Drive, Silver Spring, MD 20904, (301) 622-0066.

## Continue your education at Georgia Tech

The following courses are sponsored by the Georgia Institute of Technology Department of Continuing Education.

- *Some Simple Facts About Management*, a critical re-evaluation of the direction management is taking in managing people, will be held **December 3**. Dr. Robert W. Carney will offer his own approach to what good management is all about: managing the work, establishing priorities, determining strategies, negotiating for services from other departments, and managing and allocating limited resources of men, machines, methods, money and markets.

- **December 7-11**, a course titled *Digital Speech Coding Parts I and II* will be held. This course is intended for communications, semiconductor, computer systems, or signal-processing engineers interested in the digital encoding of speech for efficient communication, high-density storage, or voice-response applications.

- An *Inventors' Information Workshop* will be held **December 12** to introduce inventors and small businesses to the services and resources available to them from the federal government. For further information, contact the Department of Continuing Education at Georgia Tech, (404) 894-2400.

## Monterrey Peninsula site for Plasma USA '81

The Plasma USA '81 Symposium will be held **Dec. 10 and 11, 1981**, at the Hyatt del Monte on the Monterrey Peninsula, Calif.

This will be the second such technical symposium on the state-of-the-art and latest trends in plasma technology for the semiconductor industry.

For Plasma USA '81 information, call Julie Dawson, Symposium Coordinator, at (617) 890-2000.

## PC fabricating focus for Atlanta seminar

Atlanta — PMS Industries, Inc., of Alpharetta, Georgia, has announced the dates and location of their upcoming *Printed Circuit Fabrication Seminar*. **January 20, 21, and 22** are the days selected. The seminar will be held at the Atlanta Airport Holiday Inn.

Speakers at the meeting are from both the chemical and equipment supplier and from the PC board manufacturing ends of the industry. The topics of discussion include a variety of processing techniques and procedures: customer artwork packages, CNC drilling, plating, chemical safety, computer-controlled management, quality control, etching, artwork design and many others.

Scheduled for Thursday evening is the "Sales Night," when vendors to the industry have a chance to distribute literature, free

samples and free advice. Non-registered participants interested in the printed circuit board industry are invited to attend.

The fee for the 2½-day program, including luncheons and reception, is \$225. To register, or for more information, contact Bev Butner, PMS Industries, Inc., P.O. Box 279, Roswell, GA 30077, (404) 475-1818.

PMS Industries, Inc. publishes both *Printed Circuit Fabrication* and the *Southeastern Conductor* magazines.

## Hi-tech gets a push from Mini-ATDC

The Regional Advanced Technology Development Center (ATDC) in the Barrow, Jackson, and Madison County areas, has begun a series of two-hour programs as a part of its efforts to stimulate, assist and develop high-technology enterprises in the three-county area.

The first course, "High Technology... Our Present and Future," was held November 2 at the Bank of Barrow in Winder.

The next session, titled, "Winning New Business," will be held **January 25, 1982** at the Jackson EMC Building. This program will deal with product development.

The last session, "Managing the Manageable... A Business Perspective," focuses on improving management skills, and will be held **March 29, 1982**, at the Madison County Courthouse.

For further information, contact Robert G. Schwartz, Regional ATDC, Georgia Institute of Technology, Atlanta, GA 30332 (404) 894-3575.

**TOP Bulletin**

The TOP Bulletin, a weekly publication of the Trade Opportunities Program in the International Trade Administration, contains timely information on export opportunities for U.S. firms.

This information is cabled to TOP daily by U.S. Foreign Service posts around the world. Information for the following types of opportunities is provided:

- direct sales leads from prospective overseas private-sector buyers;
- agent/distributorship opportunities from overseas firms seeking to represent U.S. suppliers in foreign markets;

- foreign government bid invitations;
  - and notification of foreign buyer visits to the United States; overseas trade missions; catalog show, trade fairs, and exhibitions located abroad.
- The cost is \$100 annually.
- This is just a small sampling of some of the quality items supplied by the government on exporting from the U.S. Most of the publications are funneled through the International Trade Association. The address for reaching the Washington office is International Trade Administration, Department of Commerce, Washington, D.C. 20230.
- "Exports: The Key to Extra Profits," is the slogan of the Department, and they are eager to assist you. ■

combustible gas which in turn is burned in a second chamber at more than 2500° to power a boiler. This is expected to supply over 15 percent of the air conditioning and heating energy demands of the existing Walt Disney World Magic Kingdom.

The facility to support the process is being designed by Reynolds, Smith and Hills of Jacksonville, Fla.

The project is a prototype demonstration within the concept of the Walt Disney World Experimental Prototype Community of Tomorrow (Epcot), a community of ideas where new systems and technologies for tomorrow's world can be demonstrated.

# EXPORTING ONE COMPANY'S STORY

**S**pecial Instruments Laboratory, Inc. (Spinlab), a supplier of electronic fiber textile measuring equipment, has been exporting its products for over 25 years. The Roxville-based firm is knowledgeable about the techniques of international marketing and the complex flow of documents that follows such a transaction.

But, some international sales are unique. Some just "drop in your lap," as Diehl Unger, sales manager for the Western Hemisphere, described a recent experience exporting their product to China.

"We are fairly well-recognized in the textile industry. The Chinese identified us as a potential supplier, contacted our office in Switzerland, and sent a delegation of five or six people to Zurich to evaluate the equipment.

"They visited our competitors and then they didn't hear anything for some time. Eventually, however, the order for five sets of our Fibrograph 530, an instrument for measuring fiber length, sort of dropped into our lap. We took the opportunity from there."

Spinlab then received a formal invitation from the Chinese to visit their country to help install the equipment and to conduct a series of symposiums explaining their 530 series. A group from Spinlab, including Unger, traveled from Kuangchou (Canton) to Peking (where they performed most of their demonstrations and presentations), on to Shang-

## Spinlab's Learning Chinese

hai, and then back through Kuangchou to Hong Kong. That's really as close as Unger and his associates got to actual marketing.

"It's difficult to sell in the classical sense of selling. You don't really know who you are talking to since, in China, you are dealing with a very complex system of bureaus and ministries. We normally sell at the mill level to the mill managers. But, in China, it's a totally different situation."

According to Unger, the Chinese are buying more and more cotton in the world marketplace. In their attempt to selectively identify and measure the fiber, they are looking for methods that will allow for more effective evaluation. Spinlab's machinery filled a need for the Chinese, and the order simply fell in Spinlab's lap.

"The Chinese are going through the classical development stages in the textile industry. They have identified this particular industry as a strong market for exporting. In addition, they are interested in generating foreign currency, and to do that, obviously, they have to export products.

"I think their first problem was to increase quantity to meet their own needs — with a surplus left over for exporting.

"Currently, they are entering a period where they have their volume up, but the Chinese apparently have discovered that volume isn't necessarily the name of the game. Quality is part of the problem, and they have trouble competing in the world market because of quality.

"I would assume that's where Spinlab came in — we can help them improve the quality."

**O**ne of China's big attractions for the U.S. exporter, according to Unger, is a kind of "gee whiz" approach to their country's enormous population.

"Sometimes, the thinking is, 'gee, what if I could sell a toothbrush to all the Chinese' — that sort of thing. I don't think the market in the next 20 years is going to be in the consumer market because there simply is not that much disposable income. I believe that the market for strong U.S. exporting to China is going to be in the area of technology. This is what the Chinese want to purchase — as evidenced by their approaching us directly for our high-technology electro-mechanical instruments."

Unger anticipates receiving future orders from the Chinese as hi-tech companies such as Spinlab continue to meet their customers' needs. ■





**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

April 9, 1982

Mr. Jim Grubiak  
Department of Community Affairs  
8th Floor  
40 Marietta Street  
Atlanta, GA 30303

Dear Mr. Grubiak:

Enclosed are three copies of our Quarterly Report covering the third quarter's activities for our Regional ATDC ARC Grant GA-81-303-0331.

As usual I will be distributing the report to the appropriate people in the three county area, as well as to the Governor's Office.

Thank you for your continuing support.

Sincerely,

Robert G. Schwartz, Director  
Regional ATDC Program

RGS:gfl

Enclosure

THE REGIONAL ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER PROJECT

Appalachian Regional Commission  
Department of Community Affairs  
Georgia Institute of Technology  
Grant GA-81-I-302-0331

Work Accomplished January 1, 1982 through March 31, 1982

The project activity consists of five major areas of endeavor:

- Strategic Planning
- High Technology Business Development
- Management Assistance
- Education
- Public Relations

Strategic Planning

Because of the demonstration nature of the project, progress continues to be constantly evaluated. This past quarter the project was reviewed for the contract coordinator.

High technology business development activities continue, with the project leaders supplying assistance to local groups as appropriate. Management assistance has slowed and letters were sent to prior contacts reminding them of assistance available through the Regional program. Education activities continue with additional emphasis on special programs.

Major emphasis would shift to high technology business development and education, with management assistance playing less of a role. Companies in Hall county were identified which might benefit from management assistance provided by contract funds. Appendix XIII.

Of major importance would be a professional development activity provided for the Northeast Georgia APDC staff to assist in setting in place a continuing strategic presence in the three county area, dedicated to high technology.

## High Technology Business Development

1600 letters were mailed by the Tri-County Development Group, the three county consortium funded by the County Commissions of Barrow, Jackson and Madison counties. (Appendix I)

Local high technology business development training sessions concluded in Madison county. Support was provided by the Georgia Department of Industry & Trade. (Appendix II)

Relevant Tri-County Data was collected and incorporated in a Fact Book which is distributed to interested companies. (Appendix III)

Jackson County activity is presently limited to assistance to the local governing bodies, the Chamber of Commerce, and the Braselton Development Company. Significant time has been spent with the Braselton group in the high technology aspects of their activities.

The emphasis in Barrow county, which has had some success in siting high technology firms in the Winder area, is being directed to strengthening the various components of the existing infrastructure in their high technology efforts.

## Management Assistance

All companies previously visited were recontacted either personally or by letter. (Appendix IV). Ongoing assistance activities are presently directed at the Braselton group. A high technology entrepreneurial opportunity has surfaced involving cogeneration of energy which may have an impact on all three counties. Active direction and consulting are being supplied to Mr. Henry Braselton. Neotronics of Jefferson has also had management and technical assistance provided.

Continued public and private presentations are being made to call attention to the program.

## Education

A special meeting was sponsored by the Barrow Manufacturing Company directed at the important textile and apparel industry in Northeast Georgia. Its thrust was high and advanced technology developments and opportunities for use in this industry. (Appendix V)

Local high schools were either contacted or visited to carry the ATDC story to Vocet instructors.

## Public Relations

- The County Commission chairmen continue to be extremely supportive of the contract activity. (Appendix VI). The Regional staff's role in local activities continues to build. Rotary, Chamber, County Commission and APDC meetings, are routinely attended at the request of those bodies. Participation in such activities is not limited to attendance, but includes membership on various committees.
- The Northeast Georgia APDC continues to be an important source of support and direction. Mr. Joe Morton, ARC Coordinator for the APDC, assists on a routine basis.
- Local radio stations and newspapers are kept apprised of contract activity.
- Appropriate state agencies and the Governor's office are kept apprised of contract activity and progress.



## Accomplishments

### High Technology Business Development

- Assistance continues with the refinement of the high technology aspects of the Jackson County economic development plan.
- Discussions with Barrow county development professionals have identified their contract support needs. Educational activities are beginning for the local real estate segments involved in high technology business development efforts.
- The Tri-County letters were mailed and several responses received. The fact book was completed and a return mailing was made. (Appendix III). Costs were covered by other than Regional ATDC funds.
- On-going assistance is being rendered to the Braselton group regarding their high technology plans for their developments.
- The Executive Directors of the Jackson and Barrow Chambers of Commerce are assisted on a routine basis.
- Technical support to the County Commission Chairmen is provided on a routine basis.
- Representatives of the Georgia Department of Industry and Trade were visited in January to acquaint them with local efforts. A representative also took part in the Madison County Training Programs held this quarter. (Appendix II)
- Jackson County training efforts, at the request of the county development group, will be delayed until economic development plans are crystallized.

## Management Assistance

- Technical and management assistance was given to Neotronics. Continued support is anticipated for the future. European management visited the area and was given a tour of Georgia Tech. Future R&D efforts are likely.
- The Braselton group is interested in an entrepreneurial development involving cogeneration of energy. A number of meetings have been held to support this entrepreneurial activity. Market research, financial analysis, and management assistance are on-going and anticipated.
- Alkaril and Johns/Manville were personally contacted and work was to initiate. Because of internal company activity, assistance has been delayed.
- The Textile and Apparel Program was held on March 22. (Appendix V). Technical assistance may result.
- Local leadership continues to receive assistance.

## Education

- A group of 10 Madison County High School Votec teachers were visited. Future programs for students may result.
- The Barrow County School System was recontacted.
- Jackson County schools have no Votec programs, but are being contacted by the Chamber for future programs.
- A Venture Capital short course is being planned and was discussed with representatives of the C&S Bank of Georgia. (Appendix VII). It is set for late May.
- A computer user seminar is being planned for next quarter. (Appendix VIII)

## Public Relations

- Several interviews were held with local radio and press. A news story resulted at KIMO and in one local paper, and Chamber publicity continues. (Appendix VIII)
- A Madison County Commission meeting was attended and a news story resulted. (Appendix IX)
- Several local business group meetings were attended.
- The Barrow County Chamber has appointed a High Technology committee and Dr. Schwartz serves as an ex-officio member. (Appendix X)
- The Northeast Georgia APDC has appointed Phil Loveless to their Industrial Development Committee.

## Work to be Accomplished Next Quarter

### Strategic Planning

- Review year-to-date activity and revise future directions if appropriate.

### High Technology Business Development

- Conduct training sessions in Barrow county.  
If timely, conduct training sessions in Jackson county.
- Travel with Georgia Industry and Trade representatives throughout the three county area and reintroduce to local benefits.
- Assist local governing bodies as appropriate.
- Work with local Chambers on high tech matters and through recognized committees.
- Work with APDC on relevant matters.
- Assist in the formation of the Madison Economic Development and Improvement Council.

### Management Assistance

- Provide management assistance to the Braselton group in its entrepreneurial activity.
- Continue to contact local businesses.
- Provide Neotronics with on-going support.

### Education

- Conduct the Venture Capital course aimed at local bankers.
- Initiate training for the APDC staff on matters relevant to high technology business development, assistance, and education.
- Conduct the computer user short course.

### Public Relations

- Continue to attend appropriate public meetings.
- Meet with newspaper and radio reporters.
- Prepare a year end state of the contract and results meeting for the local citizens.

### Public Relations (Continued)

- The advisory committee met and progress discussed. (Appendix XI)

### Contract Activity

- Based on this year's work to date, a proposal for a contract continuation was submitted.
- A request for specific contract information was made by ARC. (Appendix XII)

### Personnel

- Because of personal reasons, Mrs. Marilyn Casey's resignation from the project was accepted. She will be replaced.

### Strategic Planning

- Innovative results oriented concepts will be identified and developed for next year's contract activity, possibly including:
  - School for Entrepreneurship
  - High Tech Business Development Fair
  - Technology-Based Executive Development Center
  - Final Contract Report Activity (Regional Activity)

The purposes of these activities are to generate additional numbers of entrepreneurs and assisted businesses, to provide technical assistance, and to promote contract results.



# Tri-County Development Group

for Barrow, Jackson & Madison Counties in Georgia  
305 Research Drive, Athens, Georgia 30610 (404) 548-3141.

A Special Invitation... for your company's  
growth and development. Just return the enclosed  
card for more free information.

Dear Company President,

I'm writing to well-managed companies like yours because I represent a group of people with an idea that could be vital to your future.

In fact, we want to be part of your future. I'm writing as the Coordinator for the Tri-County Development Group on behalf of all the residents of our three Northeast Georgia counties of Barrow, Jackson and Madison.

We want to tell executives of companies like yours about our area. Why we feel that our region is the region in the South that's most suitable for operating a successful high technology business.

The reasons are simple. We want your business here -- and we're willing to give you the welcome any businessman is looking for in these economic times. That means...

- an experienced labor pool
- outstanding natural resources for plant locations and utilities
- low taxes (and incentives for your re-location)
- attractive real estate at attractive prices
- and proximity to the transportation center of the Southeast to help you meet the demands of your customers across the country -- and abroad.

There are two kinds of governments that businessmen like you have to deal with. The first -- and unfortunately it's the most common -- seems to

-- over, please

HENRY D. ROBINSON / *Chairman, Board of Commissioners / Jackson County / Jefferson, Georgia 30549*  
VINCENT J. HIX / *Chairman, Madison County Commissioners / P.O. Box 147 / Danielsville, Georgia 30633*  
ANNE J. SEGARS / *Chairman, Board of Commissioners / Barrow County / Winder, Georgia 30680*

Page 2

get in the way of everything you try to do to improve your company's future. The second? That's us... and we're on your side.

We want to go that extra mile to make sure that the people in our counties are a part of the high technology future that you represent. We'll cut down all the barriers so we can work with you.

I can't tell you all I have to say in this short letter. That's why I'd like to send you more free information -- without obligation -- if you're at all interested.

What I'll send you will give you the hard facts: who we are... what high technology people we have... what major university stands behind us with all of its high technology resources... and exactly how we stack up against other regions and states across the country.

You may not know our area by name -- but we're just a short drive down the Interstate highway to Atlanta, the capital of the Sunbelt. And there you'll be in touch with the transportation and communications center of the new South.

Just return the enclosed card and I'll send you more information by return mail. This is just a straightforward business proposition -- we'd like to be part of your future, and we can help you make it happen.

Let me hear from you soon.

Sincerely,

Jim Dove  
Coordinator for the  
Tri-County Development Group

P.S. Just check any box you're interested in on the enclosed postpaid card. We'll send you free information that will show you why you should consider re-locating or expanding your business in Northeast Georgia.

COURSE OUTLINE  
HIGH TECHNOLOGY INDUSTRIAL RECRUITMENT  
TEAM TRAINING  
MADISON COUNTY

SESSION I 3/4

- |  |                 |               |
|--|-----------------|---------------|
| I. Introduction and Orientation to High Technology Industrial Growth | 15 - 30 minutes | Phil Loveless |
| II. Preparing the Community for Economic Growth                      | 30 minutes      | "             |
| III. Leadership Role   | 30 minutes      | "             |
| IV. Local Information Requirements and Team Member Assignments       | 30 - 45 minutes | "             |
| V. Summary   | 15 minutes      | "             |

SESSION II 3/11

- |   |                 |                                       |
|---|-----------------|---------------------------------------|
| I. Recruitment of High Technology Industry -<br>What is Involved at the State Level - I & T, ATDC | 30 - 45 minutes | Phil Loveless                         |
| II. High Technology Industry -<br>What the Community has to do to be Prepared                     | 30 minutes      | Bob Rotan<br>Dept. of<br>Ind. & Trade |
| III. Team Member Requirements and Responsibilities  | 60 minutes      | "                                     |
| IV. Summary and Assignment  | 15 minutes      | "                                     |

SESSION III 3/18

- |  |            |                        |
|--|------------|------------------------|
| I. Simulation of High Technology Prospect Visit -<br>A Presentation by the Industrial Recruitment Team | 60 minutes | Jim Dove<br>NE GA APDC |
| II. Critique by Visitors and Instructors   |            | Phil Loveless          |



PARTICIPANTS TRAINING SESSIONS

John H. Terrell

R. T. Huff

John Burrows

J. B. Sweeney

Pat Garrett

Billy Chandler

H. D. Cannon

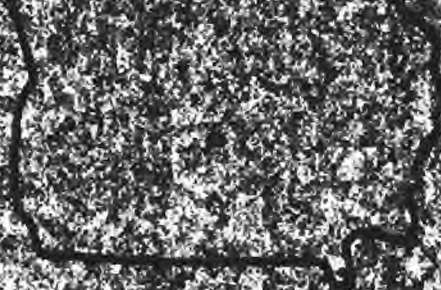
F. P. Graham

The Honorable Vincent Hix

Buddy Seymour

Jane Minish

# Tri-County Development Group



## Tri-County Facts

HENRY D. ROBINSON, Chairman, Board of Commissioners, Spaldetto County, Jefferson, Georgia 30549

VINCENT L. HIX, Chairman, Board of Commissioners, Hall County, Dalton, Georgia 30705

ALAN E. WATKINS, Chairman, Board of Commissioners, Forsyth County, Cumming, Georgia 30041

NEWS RELEASE

A new study released in February 1982 by the Chicago-based accounting firm of Alexander Grant shows Georgia within the top ten of the 48 contiguous states as far as the most desirable business climate for manufacturing businesses in 1981.

The study put Georgia ahead of 38 other states after evaluating variables such as state and local government fiscal policies, state regulated employment costs, labor costs, availability and productivity of the labor force, and other manufacturing related issues such as energy cost and environmental control.

Differences in many areas were dramatic. For example, Georgia's average hourly manufacturing wage of \$5.77 was the 6th lowest in the nation. By contrast, the same wage in Michigan, the most expensive state, was \$9.52, 65% more than Georgia.

## BASIC FACTS ABOUT THE TRI-COUNTY AREA

### Climate and Topography

The tri-county area is located approximately 60 miles East of Atlanta in Georgia's Piedmont Plateau. It is characterized by a rolling topography of ridges and valleys with an abundance of natural resources.

The climate of the region is mild with an average July temperature of 80°F and a mean January temperature of 43°F. The area received approximately 45 inches of rainfall annually. The wettest month is March (6 inches) and the driest month is October (3 inches). The "no freeze" season lasts about seven months, from April to November.

### Population and Labor Force

Northeast Georgia is experiencing a period of rapid growth. After negligible population growth during the 1920-1960 period, the decades since 1960 have shown dramatic increases.

	<u>POPULATION GROWTH</u>		
	<u>1960</u>	<u>1970</u>	<u>1980</u>
Barrow	14,485	16,859	21,354
Jackson	18,499	21,093	25,343
Madison	11,246	13,517	17,516

The labor force has also experienced significant change. Since the waning of the cotton industry early in the century, the area has shifted from a primarily agricultural economy to one increasingly dominated by manufacturing.

	<u>RATIO OF AGRICULTURAL TO MANUFACTURING JOBS</u>		
	<u>1950</u>	<u>1960</u>	<u>1970</u>
Barrow	.97	.25	.13
Jackson	1.16	.38	.18
Madison	2.46	.51	.17

As a result, there is a significant labor pool of experienced industrial workers in the tri-county area.

### Corporate Taxes

The tax climate in Georgia is favorable to business development. Corporations located here pay the following taxes, many of which have tax incentives:

- \* Corporate net income tax (tax incentives provided)
- \* Corporate net worth tax (tax incentives provided)
- \* Real property tax (tax incentives provided)
- \* Intangible property tax
- \* Unemployment insurance tax
- \* Workmen's compensation
- \* Sales tax (tax incentives provided)

Industrial revenue bonding is available in each county for qualified companies.

### Transportation

Railroad      The tri-county area is serviced by the Seaboard Coastline Railroad from almost a dozen city points. Jackson County is also serviced by a branch of the Southern Railroad System. Normal shipping time for each carload quantities is three days to New York, and four days to Chicago or Detroit.

Truck  
Lines          Major carriers serve the area with major terminals and interchange points in Jackson County, Athens and Atlanta. Shipment time is similar to that provided by rail.

Airlines      The Winder-Barrow Airport is a trunk-class field in Barrow County with one 4,700 foot and one 4,600 foot runway (lighted) and with Unicom, repair facilities, charter service and an FAA training school.



The Jackson County Airport (Lyle Field) has similar services, with one 4,000 foot and one 2,500 foot runway. Connecting flights to Atlanta are regularly scheduled.

The nearest commercial airline service is in Athens, less than 20 miles away. Atlanta's Hartsfield International Airport is the second busiest airport in the nation, with passenger and cargo service to major domestic and international points.

Highways Besides extensive networks of county, state and federal highways, the tri-county area has several interchanges with I-85, which provides interstate access to major northern and southern markets.

#### Scientific Resources and Personnel

The Advanced Technology Development Center (ATDC) of the Georgia Institute of Technology is actively working with the Tri-County Development Group to provide support services to high technology businesses.

Through a nearby ATDC Field Office and Georgia Tech, located approximately sixty (60) miles southwest, trained engineers with a variety of technical and management specialties are available to assist new area companies with technical problems. Specific services offered through the ATDC to companies considering expansion or relocation to Georgia include the following:

- \* Technical information about Georgia resources
- \* Access to Georgia Tech engineers and scientists for consultation and research assistance
- \* Detailed information about the existing technological base and ancillary support industries needed for high technology development
- \* Access to Georgia Tech's technical facilities
- \* Training to provide personnel with tools to perform their job more efficiently

- \* Information concerning the availability of skilled personnel -- from engineers to technicians to programmers.

The University of Georgia is in nearby Athens, a major university with 13 separate schools and colleges. The University's computer center is the location of COSMIC, the depository for all NASA computer programs. These programs, as well as others from federal agencies are made available to business and industry at nominal cost.

Georgia provides a wealth of trained professional personnel from which high technology firms can draw as they locate in Georgia. In 1979, over 1,400 engineering degrees were granted in Georgia, while only 780 engineering jobs were available. With considerably more graduates than job openings, many competent and highly skilled engineers and scientists are forced to leave the state even though they would prefer to remain in Georgia if the jobs were available.

#### Continuing Aid to Industry

The Department of Industrial Education at Georgia Tech offers continuing assistance to industry in the tri-county area. The resources and technical expertise at the Institute are made available to industry through seminars, workshops and conferences, as well as in-plant training. In-plant services assist in instructor training, supervisory skill development, middle management awareness activities, safety and health issues, human relations, labor relations and other specific topics as needed.

#### Quick Start

The tri-county area benefits from Georgia's unique manpower training concept known as "Quick Start". It's a program designed to train workers for specific, clearly defined jobs in a new or expanding company. When a company selects a plant site in the tri-county area, the Industrial Training Coordinator from the Department of Education consults with the key



company officials. Together they discuss the company's manpower needs, job requirements, and start-up schedule so that the subsequent training courses will produce the right number of skilled people at the right time.

Once all the training factors have been discussed and agreed upon, the coordinators will write a training plan and submit it to the company for approval. The training plan will clearly spell out the contents and projected goals of each course, course start and completion dates, the location of training, and the methods to be used in recruiting trainees. Suitable training facilities are set up at Athens Tech or, if more convenient, on the plant site.

As soon as the facilities are properly equipped, competent qualified instructors from Athens Tech will be brought in to direct the training. In some cases company personnel are borrowed and paid by the state to impart highly specialized knowledge or instruct manipulative skills to trainees.

Through the local State Employment Agency, prospective employees are recruited, tested, and screened in accordance with company specifications. Costly recruitment hours are saved because only those applicants who display the required characteristics are referred to the company for final selection and enrollment.

A two-phase training sequence is usually recommended. Phase One begins when company-approved applicants are given pre-employment instructions at the school or plant site. At the company's option, trainees may or may not be placed on the payroll during this time.

Phase Two instruction is handled on-the-job. At this point, trainees are already skilled enough to make an immediate contribution to the plant's operation, but they continue to sharpen their skills under the guidance of state-paid instructors.

After a company has become an established firm in the area, the state

can provide other cost-free job re-training and upgrading services that will ensure the company of an uninterrupted flow of qualified manpower.

### Industrial Sites

Individual site requirements will vary according to each company's needs. However, there are plentiful industrial development sites located throughout the tri-county area.

Barrow County - Two sites of particular interest include the area surrounding the I-85/Georgia Highway 211 interchange, and the area along U.S. Highway 29, west of Winder, extending to the Gwinnett County line. Highway 29 is a frequently traveled corridor between Athens and Atlanta with well-established services to businesses.

Jackson County - Four interchanges with I-85 are located in Jackson County, and three are already in the early stages of development. The I-85/U.S. 129 interchange is also serviced by rail and trucking terminals and has been partially developed. This, and other sites, offer choice locations to new businesses less than 50 miles from Atlanta.

Madison County - The Madico Industrial Park at the intersection of Georgia 98 and Georgia 172, offers attractive acreage for development. The 116 acre site has water supplied from a 150,000 gallon elevated tank with additional availability from a lake on the site. Georgia Natural Gas serves the park with a 2 1/2 inch main, and Georgia Power supplies electricity. Additional sites near the towns of Comer and Colbert are also attractive for new development.

Georgia Institute of Technology  
A UNIT OF THE UNIVERSITY SYSTEM OF GEORGIA  
ADVANCED TECHNOLOGY DEVELOPMENT CENTER  
325 HINMAN RESEARCH BUILDING  
ATLANTA, GEORGIA 30332  
(404) 894-3575

February 18, 1982

I want to thank you for the time you spent with either Bob Schwartz or myself reviewing the ATDC program. We both wanted to let you know that we are available to assist with matters of high or advanced technology. Management consulting services are within our charge as part of the Regional ATDC program sponsored by the Georgia Department of Community Affairs.

Should there be something that we might be able to assist you with, please feel free to contact either of us.

Sincerely,

Philip D. Loveless, Director  
Northeast Georgia Area Office

PDL:df

Bill Allgood  
ALLGOOD MACHINE & MANUFACTURING  
P. O. Box 24  
Carlton, GA 30627

D. R. Glenn  
ENGINEERING & CYCLE COMPANY  
Route 1, Box 19  
Carlton, GA 30627

Mark Papp  
ALMARK, INC.  
P. O. Box 206  
Braselton, GA 30517

Gil Jensen  
ROPER PUMP COMPANY  
P. O. Box 269  
Cojmerce, GA 30529

E. K. Bivens  
PORTEC, INC.  
P. O. Box 648  
Winder, GA 30680

Jim Macliff  
WESTVACO  
P. O. Box 643  
Winder, GA 30680

# BARROW

Manufacturing Company, Inc.  
Winder, Georgia 30680  
404 - 867-2121

February 24, 1982

.Dear

I would like to personally invite you to attend a program I think might be of interest to all of us in the apparel and textile industries in Northeast Georgia.

The staff of the Regional Advanced Technology Development Center has put together a program (see attached) which will review the educational programs, research, and services offered at Georgia Tech and Southern Tech which relate to the apparel and textile industries. The program will also address important new issues which affect our businesses.

If you will be able to attend this meeting, please call Ms. Darlene Fischer of the Regional ATDC program at 404/532-5420 before March 15th.

I look forward to seeing you then.

Sincerely,

Dan Blitch  
Executive Vice President

DB:df

Attachment

Fashion Jeans and Slacks



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

**APPAREL AND TEXTILE PROGRAM  
REGIONAL ADVANCED TECHNOLOGY DEVELOPMENT CENTER**

Civic Room  
Bank of Barrow  
Winder, Georgia

March 22, 1982

7:00 p.m.	Welcome	Mr. Dan Blitch, Executive Vice President Barrow Manufacturing Company
7:10 p.m.	Industrial Education The Present and Future	Dr. H. Ben Roberson, Director Industrial Education Georgia Institute of Technology
7:30 p.m.	Questions	
7:40 p.m.	Apparel Engineering	Dr. Lawrence Haddock, Director Apparel and Textile Engineering Southern Tech
8:00 p.m.	Questions	
8:10 p.m.	Textile Engineering The Future Scrap Recycle	Dr. Wayne Tincher, Professor Textile Engineering Georgia Institute of Technology
8:30 p.m.	Questions	
8:40 p.m.	Marketing and the Future	Dr. Robert G. Schwartz, Project Director Regional ATDC
9:00 p.m.	Adjourn	

We thank Mr. Dan Blitch and Barrow Manufacturing Company for assisting with this program and their continued support of the Regional Advanced Technology Development Center.

We thank the Bank of Barrow for the use of the Civic Room

Regional ATDC sponsored by: Office of the Governor, Georgia Department of  
Community Affairs/Appalachian Regional Commission

March 22, 1982  
Apparel and Textile Program  
Regional Advanced Technology Development Center  
Winder, Georgia

Manufacturers Mailing List

Letters Mailed: 28



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

J. D. Withers  
R&R Mfg. Co., Inc.  
P. O. Box 49  
Auburn, GA 30203

Steven Felker  
Walton Mill, Inc.  
P. O. Box 1046  
Monroe, GA 30655

Arthur Scharff  
Walton Mfg. Company  
Loganville, GA 30249

Dan Minor  
Georgia Sportswear, Inc.  
P. O. Box 39  
Lexington, GA 30648

John J. Wilkins, III  
Wilkins Industries, Inc.  
P. O. Box 1512  
Athens, GA 30603

Frank L. Felchlin  
Lyons Garment Co., Inc.  
530 Newton Bridge Road  
Athens, GA 30607

R. V. Sweat  
Superior Pants Company  
P. O. Box 1647  
Athens, GA 30601

John P. Broxton  
R&R Mfg. Co., Inc.  
P. O. Box 49  
Auburn, GA 30203

Allen Barry  
H&H Mfg. Company  
P. O. Box 65  
Statham, GA 30666

Kirk Vick  
Statham Garment Company  
P.O. Box 5  
Statham, GA 30666

John J. Speed  
Carwood Mfg. Company  
220 E. Athens Street  
Winder, GA 30680

Thomas C. Maginnis  
Cherokee Mfg. Co., Inc.  
Drawer "A"  
Winder, GA 30680

J. Nick Eavenson  
Empire Mfg. Company  
P. O. Box 489  
Winder, GA 30680

John Robinson  
Southern Waistbands, Inc.  
P. O. Drawer "E"  
Winder, GA 30680

R. D. Maxwell  
Superior Garment Compsny  
P. O. Box 487  
Winder, GA 30680

W. K. Mahon  
Winder Rug Mills, Inc.  
336 E. Athens Street  
Winder, GA 30680



Harold Waxman  
Faw Togs, Inc.  
P. O. Box 72  
Braselton, GA 30517

Charlie Hasty  
Blue Bell, Inc.  
Homer Street  
Commerce, GA 30529

Billy Dorsey  
Commerce Sportswear Corp.  
35 State Street  
Commerce, GA 30529

L. G. Hardman, III  
Harmony Grove Mills  
S. Elm Street  
Commerce, GA 30529

Gordon Spencer  
Landress-Smith Corporation  
Hoschton, GA 30548

Bob Griffith  
Gainesville Mfg. Company  
2063 Memorial Park Rd., S.W.  
Gainesville, GA 30501

D. Jack Davis  
D. Jack Davis Corp., Inc.  
P. O. Box 194  
Ila, GA 30647

H. Daniels  
Georgia Sportswear, Inc.  
Box 78  
Ila, GA 30647

T. M. Bryan  
Jefferson Mills, Inc.  
P. O. Box 526  
Jefferson, GA 30549

Charles W. Brooks  
Standard Coosa Thatcher Co.  
P. O. Box 506  
Jefferson, GA 30549

Harry Goldsmith  
Colbert Mfg. Co., Inc.  
5th Avenue, South  
Colbert, GA 30628

Angelo Difelice  
Comer/Monarch Mfg. Company  
South Avenue  
Comer, GA 30629



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

March 1, 1982

.Dear

Enclosed are copies of information that has been mailed to various individuals that might be interested in this particular program.

Sincerely,

Robert G. Schwartz, Project Director ✓  
Regional ATDC

RGS:df

Enclosure

March 22, 1982  
Apparel and Textile Program  
Regional Advanced Technology Development Center  
Winder, Georgia

Miscellaneous Mailing List

Letters Mailed: 4



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

Dr. Lawrence Haddock  
Director  
Apparel and Textile Engineering  
Southern Tech  
1112 Clay Street  
Marietta, GA 30060

Dr. Wayne Tincher  
Professor  
Textile Engineering  
Georgia Institute of Technology  
Atlanta, GA 30332

Dr. Stephen R. Cheshire  
Southern Tech  
1112 Clay Street  
Marietta, GA 30060

Dr. H. Ben Roberson  
Director  
Industrial Education  
Georgia Institute of Technology  
Atlanta, GA 30332

Mr. Jim Grubiak  
Georgia Department of  
Community Affairs  
40 Marietta Street  
Atlanta, GA 30303

Mr. Cecil Phillips  
ALSTON, MILLER & GAINES  
Attorneys at Law  
1200 C&S National Bank Building  
Atlanta, GA 30303

Dr. Joseph M. Pettit  
President  
Georgia Institute of Technology  
225 North Avenue  
Atlanta, GA 30332



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

March 1, 1982

.Dear

Enclosed are copies of information that have been distributed to various individuals that might be interested in the upcoming March 22nd program which covers the apparel and textile industry.

Sincerely,

Robert G. Schwartz, Project Director ✓  
Regional ATDC

RGS:df

Enclosure

March 22, 1982  
Apparel and Textile Program  
Regional Advanced Technology Development Center  
Winder, Georgia



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

Advisory Committee Mailing List

Letters Mailed: 11 (+ Dan Blitch) = 12

Mr. Harold Fletcher  
Route 1  
Jefferson, GA 30549

J. Paul Vickery  
City of Commerce  
P. O. Box 348  
Commerce, GA 30529

Henry Braselton  
Braselton, GA 30517

Mike Joyner  
Exec. Director  
Jackson County Chamber of Commerce  
P. O. Box 399  
Jefferson, GA 30549

Vincent Hix  
Madison County Commission  
Chairman  
P. O. Box 147  
Danielsville, GA 30633

J. B. Sweeney, Jr.  
Madison County Industrial  
Development Authority  
P. O. Box 56  
Carlton, GA 30627

James A. Rowe  
Route 1  
Danielsville, GA 30613

Bill Chandler  
Madison County Industrial  
Development Authority  
P. O. Box 56  
Carlton, GA 30627

Ms. Anne Segars  
Chairman  
Barrow County Commission  
310 S. Broad Street  
Winder, GA 30680

Honorable John O. Mobley  
City of Winder  
P. O. Box 566  
Winder, GA 30680

Thomas C. Maginnis  
Cherokee Manufacturing Co., Inc.  
Drawer "A"  
Winder, GA 30680





**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

March 1, 1982

. Dear \_\_\_\_\_:

Enclosed is information on our next program which will be directed to the apparel and textile industries.

If you will be able to attend this meeting, please call Ms. Darlene Fischer at 404/532-5420 before March 15, 1982. I look forward to seeing you on March 22nd.

Sincerely,

Robert G. Schwartz, Project Director ✓  
Regional ATDC

RGS:df

Enclosure

March 22, 1982  
Apparel and Textile Program  
Regional Advanced Technology Development Center  
Winder, Georgia



ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER

Miscellaneous Mailing List

Letters Mailed: 7

Mr. Pat Spicer  
Director  
Vo-Tech Education  
Winder-Barrow High School  
North 5th Avenue  
Winder, GA 30680

Mr. Carl O. Jones  
President  
Bank of Barrow  
121 N. Broad Street  
Winder, GA 30680

Mr. Virgil Harris (V-P)  
Peoples Bank of Winder  
P. O. Box 788  
Winder, GA 30680

Charles O. Maddox  
President  
Peoples Bank of Winder  
P. O. Box 788  
Winder, GA 30680

Don Hight  
Superintendent  
Barrow County Schools  
109 Church Street  
Winder, GA 30680

Robert McCain  
Principal  
Winder-Barrow High School  
North 5th Avenue  
Winder, GA 30680

Jerry Lassiter  
President  
First Federal S & L  
P. O. Drawer "D"  
Winder, GA 30680

MEETING ATTENDEES

Ronald Tucker  
Carwood

Allan Martin  
Carwood

Paul Mullins  
Carwood

Jerry Taylor  
R & R Manufacturing Co.

Dr. Wayne Tincher  
Georgia Tech

Sidney Cooper

Dan Blitch

Larry Haddock

Ben Roberson

Dr. Robert G. Schwartz  
ATDC, Georgia Tech

Pat Broxton  
R & R Manufacturing Co.

Bill Ray  
Winder Rug Mills  
Bill Jennings

Bill Mahon  
Winder Rug Mill

Bob Weatherford

Curtis Vick

Gordon Blackwell

Wayne Ridgeway

Bob Griffith

Bill Landress

Chuck Gebhard

Bernie Tanner

John Rolmson  
Southern Worstbonde

Gerry Bryant  
Carwood Manufacturing

Jean Withers  
R & R Mfg. Co.

Mayor Mobley

Joe Morton  
APDC-Athens

Wade Jackson  
Cherokee Mfg. Co.

Bruce Braselton  
Cherokee Mfg. Co.

Jim Sweeny, Jr.

Jim Sweeny  
Madison County

John Withers

Harris Travis

APPENDIX V

THE TEXTILE AND APPAREL INDUSTRY:

A SHORT MARKETING PERSPECTIVE

APRIL 1979

- RELATIVE DECLINE
- SHRINKING EMPLOYMENT
- REDUCED PROFITS
- SLOWING SALES

The US Apparel Industry:

Strategies...

Georgia World Congress Institute

Series No. 8

## REASONS

- LOW FOREIGN LABOR COSTS
- LOCAL, NOT INTERNATIONAL, MANAGEMENT
- SLOW OR NO GOVERNMENT SUPPORT



## OPTIONS - 1979

- MARKETING
- PRODUCTIVITY
- GOVERNMENT SUPPORT
- . PROTECTIONISM
- . SUBSIDIZATION
- TAX INCENTIVES

1981

- CONTINUING DECLINE
- SHRINKING EMPLOYMENT
- SLOWED AND/OR DECLINING SALES
- GENEVA ACCORDS

DATA

		<u>NOS.</u>	<u>WAGES</u>	<u>HOURS</u>	<u>LABOR RATE</u>
TEXTILE MILL PRODUCTS	1979	123.7	\$190.15	41.7	\$4.60/HR
SIC 22	1980	116.3	\$205.32	40.9	\$5.02/HR
	DEC. 1981	109.2			
APPAREL AND OTHER	1979	74.7	\$136.06	35.9	\$3.75/HR
SIC 23	1980	72.4	\$153.14	38.0	\$4.03/HR
	DEC. 1981	72.1			

REASONS :

TEXTILE MILL PRODUCTS :

- CORDAGE, TWINE,  
YARN SPINNING,  
TEXTURIZING  
WINDING MILLS

BROAD WOVEN FABRIC DECLINE

DATA

TABLE I

**Table I—Basic Economic Indicators**

	1980	Est. 1981	Proj. 1982	% Change 1981-82
Gross National Product (Bil '72 \$)	1480.7	1485.0	1505.0	+ 1
Personal Consumption Expenditures (Bil \$)				
All Items	1672.8	1840.0	2045.0	+11
Apparel & Footwear	105.2	115.5	124.0	+ 7
Producer Price Index				
All Items (1967= 100)	268.8	295.8	322.0	+ 9
Apparel (1967 = 100)	172.4	184.0	195.0	+ 6
Textiles (12/75 = 100)	124.3	135.0	143.0	+ 6
Consumer Price Index				
All Items (1967 = 100)	246.8	275.0	300.0	+ 9
Apparel less Footwear	167.8	175.0	187.0	+ 7
Employment				
Total (Millions)	97.3	98.8	100.0	+ 1
Apparel (000)	1266.0	1265.0	1255.0	- 1
Textiles (000)	853.0	850.0	845.0	- 1
Unemployment Rate (%)	7.1	8.0	7.5	
Retail Store Sales (Bil \$)				
Department Stores	94.2	102.0	110.0	+ 8
Apparel & Acc. (Ex. Shoes)	36.4	38.2	40.5	+ 6
Private Housing Starts(000)	1292	1100	1200	+ 9
Passenger Car Factory Sales (Millions)	6.6	6.6	7.0	+ 6
Apparel Imports (Bil \$)	6.5	7.5	8.3	+11

Kurt Salmon Associates, Inc. - November 1981

TODAY

- RISING FOREIGN COMPETITION
- RISING UNEMPLOYMENT
- HIGH INTEREST RATES
- UNCERTAIN STATUS OF  
GOVERNMENT ECONOMIC PROGRAMS
- SLOWED SALES



## FUTURE

- o PRODUCTIVITY
  - INDUSTRIAL EDUCATION
  - MANAGEMENT EDUCATION
  - PROCESS IMPROVEMENT
- o MARKETING
  - INVENTORY MANAGEMENT
  - SPECIALTY MARKETS
  - PRESTIGE PRICING
  - DIVERSIFICATION ? ? ?

AND

- JOINT EFFORTS
  - US TRADING CO. ?
  - LOCAL BUSINESSES
  - FOREIGN PARTNERS
- GOVERNMENT INTERVENTION
  - DIRECTION ? ? ?

## CONCLUSIONS

- STRATEGIC PLANNING
- MARKET SEGMENTATION
- SPECIALTY PRODUCTS
- DIVERSIFICATION ? ? ?
- CONTINGENCY PLANNING

# BARROW

Manufacturing Company, Inc.  
Winder, Georgia 30680  
404 - 867-2121

March 23, 1982

Dr. Robert G. Schwartz  
ATDC  
Georgia Tech  
Atlanta, Ga. 30332

Dear Bob:

Thank you for your efforts in arranging the Apparel-Textile seminar last night. I think everyone enjoyed the program and no doubt picked up some knowledge which should be of benefit.

Trust you had a good return trip.

With best wishes.

Sincerely,

Dan <sup>W</sup>Blitch

DB/dm

**BARROW**  
Manufacturing Company, Inc.  
Winder, Georgia 30680  
404 - 867-2121

March 23, 1982

Dr. Larry Haddock  
Southern Tech  
Marietta, Ga. 30060

Dear Larry:

Thank you for your presentation at the ATDC meeting. We appreciate your being with us and certainly wish you continued success in your many endeavors.

With best wishes.

Sincerely,

Dan Blitch

DB/dm

cc: Robert Schwartz

Fashion Jeans and Slacks

# **BARROW**

Manufacturing Company, Inc.

Winder, Georgia 30680

404 - 867-2121

March 23, 1982

Dr. Ben H. Roberson  
Georgia Tech  
Atlanta, Ga. 30332

Dear Ben:

Thank you for your presentation at the ATDC meeting. We appreciate your being with us and certainly wish you continued success in your many endeavors.

With best wishes.

Sincerely,

Dan Blitch

DD/dm

**Fashion Jeans and Slacks**



# Office of the Governor

Atlanta, Georgia 30334

George Busbee  
GOVERNOR

February 19, 1982

Honorable Vincent Hix  
Chairman, Madison County Commission  
Post Office Box 147  
Danielsville, Georgia 30633

Dear Chairman Hix:

I'm pleased to inform you that I have recommended \$87,000 in fiscal year 1982 Appalachian Regional Commission funds for the continuation of the Regional Advanced Technology Development Center project sponsored by Georgia Tech.

I agree with you that this project is extremely worthwhile and will continue to benefit your area in business development and expansion. Thank you for sharing with me the Board's concern over the project's continuation.

With kindest regards, I am

Sincerely,

George Busbee

GB:srk





**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

March 22, 1982

Mr. Douglas McKeever  
Senior Vice President  
Citizens & Southern National Bank  
35 Broad Street  
Atlanta, Georgia 30303

Dear Doug:

I appreciate your assistance with the Venture Capital program, and have enclosed copies of the information sent to Dick Pink. Please let me know how you feel about the program and letter. If they meet with your approval, I think we could go ahead and schedule things for the latter part of the first week in May or early in the second week.

Traveling to either Jefferson or Winder or perhaps having the Northeast Georgia ATDC sponsor it at their place in Athens, might be the most suitable. I will call you later in the week to confirm things.

Sincerely,

Robert G. Schwartz

RGS:jf  
enclosure  
cc: Ms. Marilyn Casey

Mr. \_\_\_\_\_  
President  
CZY Bank

\_\_\_\_\_, Georgia

Dear Mr. \_\_\_\_\_

As you know, Governor Busbee is keenly interested in high technology business development in and for the State of Georgia. The Regional Advanced Technology Development Center (ATDC) program, approved by the Governor, funded by the Appalachian Regional Commission, and coordinated by the Georgia Department of Community Affairs, is actively working in Barrow, Jackson and Madison Counties. One aspect of contract activity is the development of sources of venture capital for new and existing high technology businesses.

On May 21st, 1982, in Athens, at the Northeast Georgia APDC, Mr. Douglas McKeever, Senior Vice-President of the Citizens and Southern National Bank, graciously has volunteered his time to share with us the C&S view of venture capital and how it relates to the banking industry. Dr. Fred Tarpley, a Georgia Tech Economist and Professor in our College of Management, will assist.

I would like to personally invite you to this special program which we think will be of interest as additional numbers of high tech firms grow or site in our State.

Please call Ms. Darlene Fischer (404) 532-5420 by May 14th, if you can attend.

Sincerely,

Robert G. Schwartz  
Project Director  
Regional ATDC

RGS:gfl  
cc: Mr. Douglas McKeever

Georgia Institute of Technology  
A UNIT OF THE UNIVERSITY SYSTEM OF GEORGIA  
ADVANCED TECHNOLOGY DEVELOPMENT CENTER  
325 HINMAN RESEARCH BUILDING  
ATLANTA, GEORGIA 30332  
(404) 894-3575

February 18, 1982

Mr. Richard Pink  
Executive Vice President  
Citizens and Southern Bank  
35 Broad St., N.W.  
Atlanta, GA 30303

Dear Mr. Pink:

I very much appreciate your assistance with the two hour venture capital program for the Northeast Georgia bankers of Barrow, Jackson and Madison counties.

As I mentioned to you, we will go ahead and invite others from the entire ten county region of the Northeast Georgia Area Planning and Development Commission, but the program is primarily for the three counties impacted by Tech's Appalachian Regional Commission grant that we are working under.

I have attached a copy of the invitation letter and program agenda. Please let me know if they are suitable. If you would also pick convenient times in early April, other than on Tuesday or Thursday afternoon, I will go ahead and set up the program on Tech's campus.

Again, thank you for your continuing interest and assistance with our ATDC activities.

Sincerely,

Robert G. Schwartz, Project Director  
Regional ATDC

RGS:dj

Attachment

cc: J. Grubiak, Georgia Department of Community Affairs  
Cecil Phillips, Alston, Miller and Caines  
J. Birchfield, ATDC

## VENTURE CAPITAL PROGRAM

Northeast Georgia APDC  
Athens, Georgia

May 21, 1982

- |                             |   |
|-----------------------------|---|
| I. Introduction and Welcome | Dr. Robert G. Schwartz<br>Program Director<br>Regional ATDC                         |
| Definition                  | Dr. Fred A. Tarpley, Jr.<br>Professor, Advanced<br>Technology Development<br>Center |
| - Seed Money                |   |
| - Start-ups                 |   |
| - Existing Business         |   |
| Point of View               | Mr. Douglas McKeever<br>Senior Vice-President<br>Citizens and Southern Bank         |
| - Lender                    |   |
| - Borrower                  |   |
| II. Structure               | Dr. Fred A. Tarpley, Jr.  |
| Industry Overview           |   |
| State of Georgia            |   |
| Activity                    |   |
| III. Basics                 | Mr. Douglas McKeever  |
| High Technology             |   |
| R & D Costs                 |   |
| Payback Period              |   |
| Risk                        |   |
| IV. Successes               | Mr. Douglas McKeever/Dr. Schwartz   |
| V. Questions and Answers    | Dr. Robert G. Schwartz  |

We appreciate the assistance given by the Citizens and Southern National Bank in helping with this program. The sponsorship of the Appalachian Regional Commission, Georgia Department of Community Affairs and Governor George Busbee for project approval are acknowledged. We acknowledge the continuing support of the Northeast Georgia APDC and appreciate the use of their facilities for this program.

# The Winder News

W01721  
CHAMR  
P U B  
WIND

"Your Home Newspaper" ... Serving Barrow County for 87 Years

VOL. 85 NO. 25—USPS 686-100—Winder, Ga. 30680—Wednesday, March 24, 1982—25 Cents—60 Pages, 5 Sections

## High Tech Program Targeted For Barrow

High technology is here to stay and Barrow County wants to stay in step with it. So the Advanced Technology Development Center of Georgia Tech is working in conjunction with Jim Dove of the Tri-County Development Group to attract new industry into Barrow, Jackson, and Madison counties.

According to a study released in February 1982 by the Chicago-based accounting firm of Alexander Grant, Georgia is within the top ten of the 48 continental states so far as the most desirable business climate for manufacturers in 1981.

State and local government fiscal policies as well as employment and labor costs, availability and productivity of the labor force and other man-

ufacturing related issues such as energy cost and environmental control were considered in the study.

Phil Loveless of ATDC is working with manufacturers presently located in the tri-county area to develop their high technology resources to assist in productivity and efficiency in their operations.

Residents are encouraged to inquire about the Tri-County Development Group and the information being sent to several hundred industries who may be interested in relocation to this area.



JACKSON COUNTY CHAMBER OF COMMERCE  
P.O. BOX 399 RAILROAD DEPOT  
JEFFERSON, GA. 30549 (404)367-9090

MEMBERSHIP INVESTMENTS CONTINUE to increase and our latest renewals include: Town of Arcade, Melvin Tolbert, Lavender Insurance, McDonald's Hardware, Dr. Ben Minish, Otasco of Commerce, Tim Wheeler, Katherine's Kitchen, Pendergrass Exxon, J.H. Kinney & Sons, McDonald's, Northeastern Bank, Holiday Inn, Bill Studdard, Ernest Hagan, City of Commerce, Tucker's Men's Wear, Greg Perry, Commerce Building and Loan, Davis Car and Home Center, Garrison-Wilkes Insurance Agency, Harold Jarrett, Barrett's Convalescent Home, Dr. W.A. Owensby, and Howard Duck.

Our newest members we are proud to announce are: Jefferson Tire and Battery, Jackson County Cable Vision, Donald Moore, Braselton Women's Club, Dalton Plumbing and Electric Service, Gene Adams, Hamilton Mobile Home Sales, Troy L. Griffith Oil Company, Wright's Mobile Truck Repair, North Jackson Volunteer Fire Department, Betty Sosebee, Robert McEver, II, Robert McEver, III, Robert McEver, Sr., Katherine's Gifts and J.L. Hiland Heating and Air Conditioning.

THE BOARD OF DIRECTORS MONTHLY MEETING IS SET FOR FRIDAY, MARCH 26. The board meeting normally held on the third Friday of each month was rescheduled because of the district meeting for the STAR students and teachers on March 19 in Dillard, Georgia. The board will meet at 12:30 at the Holiday Inn.

VIRGINIA GUNN WILL BE THE GUEST SPEAKER FOR YOUTH APPRECIATION DAY coming up May 8. Ms. Gunn of the Channel 5 television program, PM Magazine, will also be a participant in the parade. We will provide more details on all the activities for this special day as the time gets nearer.

EXPANSION OF EXISTING INDUSTRIES will be the focus of the industrial development seminar planned for April 28, 1982 by the Northeast Georgia Area Planning and Development Commission (NEGAPDC) and Georgia Power Company. The program will include several industrial developers to speak about the jobs created by expansion, actual examples of such expansion, and a case study of a community that cares about the well being of its local businesses and industries. A panel discussion at the seminar will focus on assistance to community leaders to support existing business and commercial interests.

A similar half-day seminar was held last year by the NEGAPDC and Georgia Power Company on attracting new industry. The program provided some excellent information and ideas in a well planned time frame. The upcoming seminar on expansion of existing industry promises to follow the same format. For more information, contact the Chamber office or Jim Dove at 548-3141.

COUNTRY HUMORIST, COTTON IVY, PROVIDED A MOST ENJOYABLE EVENING for those attending the Ninth Annual Dinner of the Jackson County Chamber of Commerce. Others contributing and working hard to see that all the Chamber's guests enjoyed their evening were: Glenda Tolbert who provided the music, Dianne Blenkinship, Edna Sell and Dot's N' Dee's Florist who did a beautiful job of decorating, Herb Hattaway who was the program chairman, Jackson EMC who graciously provides their facility, and the Holiday Inn who provided the meals, a complimentary room for our very special guest, Cotton Ivy, and assistance with the arrangements.



A SPECIAL JOINT MEETING OF THE COMMERCE BUSINESS GROUP AND THE JEFFERSON BUSINESS AND MERCHANTS ASSOCIATION was held on Monday, March 8 in Commerce. The Retail Merchants Division of the Chamber, headed by Robby Roberts, suggested the joint meeting in order for the groups to get acquainted and exchange ideas on various projects. Don Schubert, President of the Commerce Business Group and Wanda Foster, President of the Jefferson Business and Merchants Association gave an overview of their respective groups activities for 1982. Robby Roberts followed with an outline of the Retail Merchants Divisions planned projects for 1982, which include a county wide shoppers survey. A draft of a shoppers survey was presented to the group by Mike Buffington in order to seek suggestions and modifications which might be helpful.

Because of the response and helpful exchange of ideas we are hoping to hold a similar meeting again.

THE CHAMBER PRESENTED KENNY ROGERS WITH A PLAQUE during the filming of his new movie, "Six Pack," at the Georgia International Speedway on March 5 & 6. The plaque was a token of our appreciation for the filming of the movie in this area and a chance to wish him much success with its showing.

Twentieth Century-Fox Film Corporation is donating \$1.00 to the Chamber of Commerce for each volunteer that participated in the filming. We should know the result within a week.

THE GEORGIA TECH ADVANCED TECHNOLOGY DEVELOPMENT CENTER (ATDC) CONTINUES TO ASSIST JACKSON COUNTY. They are presently preparing industrial site profiles for six (6) sites in the county, planning an educational seminar on computers in the small business, and offering assistance in the training of an industrial development sales team. Assistance to entrepreneurs is also available upon request. If you need any further information, contact the Chamber office.

IF WE GAVE A MEMBERSHIP SALESMAN OF THE MONTH AWARD it would have to go to the team of Claud Pardue and Bob Bates, who have been working in the Pendergrass/Talmo area. Within the last month they have secured a total of thirteen new investments in the Chamber and eight in one day. We need to find out their secret and pass it along.

IF THE NEWSLETTER IS DELAYED IN REACHING YOU, WE APOLOGIZE. Though the bulk rate postage is the most economical for the Chamber, it is not always the fastest.

Jackson County Chamber of Commerce  
P.O. Box 399  
Jefferson, Georgia 30549

BULK RATE  
U.S. Postage  
PAID  
Permit No. 20  
Jefferson, Ga. 30549

Dr. Robert Schwartz  
The Advanced Technology  
Development Center  
Georgia Institute of Technology  
Atlanta, GA 30332

LOCAL INDUSTRY EXPANSIONS is the subject of the Northeast Georgia Area Planning and Development Commission's second Industrial Development Seminar. The seminar will be held at the Richard B. Russell Agricultural Research Laboratory Auditorium on Wednesday, May 5, 1982, from 1:00 - 5:30 p.m. Sponsoring the seminar is the Georgia Power Company, the University of Georgia Institute of Community and Area Development, the Georgia Industrial Developers Association, and the Georgia Department of Industry and Trade.

The importance of this seminar is substantiated by the fact that 70 - 80% of all new jobs in a community are created by expansion of local industry. The half-day program was developed for local government officials, local chambers of commerce and industrial building authority officials, members of the industrial community and anyone else who believes that a well managed and profitable business or industry is a tremendous asset to a community, and its growth is probably the best of all possible ways to create new jobs and to stimulate the economy.

The list of speakers for the program is very impressive and there is no doubt that your time and effort to attend this seminar will be well spent. If the Chamber can provide any additional information or make carpooling arrangements, please don't hesitate to call.

YOUTH APPRECIATION DAY IS JUST AROUND THE CORNER. The following is an outline for this special event.

Date: Saturday, May 8, 1982 Place: Jackson FMC Theme: YOUTH - America's Finest  
Goal: To recognize all the youth of Jackson County and to involve them in the day's activities as much as possible.

Preliminary Schedule:

<u>TIME</u>	<u>EVENTS</u>
11:00 - 12:00 a.m.	Parade
12:00 - 1:00 p.m.	Lunch
1:00 - 1:30 p.m.	Magic Show - Featuring: Ronald McDonald
1:30 - 2:30 p.m.	Program - Featuring: Virginia Gunn
2:30 - 4:00 p.m.	Cloggers
4:00 - 5:00 p.m.	Talent Show

Other activities and events occurring throughout the day include arts and crafts, exhibits and special events (dunking machine, greased pig and pole, etc.). Drawings for various prizes will also occur throughout the day.

Please make your plans to be with us for this special tribute to the youth of Jackson County.

MICHELLE SERAFINO IS LEAVING US on April 9. Michelle, Secretary and Receptionist for the Chamber, has done an excellent job during her year of employment. Fresh out of high school, Michelle came to work for the Chamber and immediately displayed her ability to work well with people and to accept responsibility. We wish her the best of luck in the future and hope she enjoys her new home, Venice, Florida.

A HIGH BLOOD PRESSURE SCREENING IS BEING OFFERED by the Jackson County Unit of the American Heart Association. Businesses and industries in the county interested in scheduling this helpful program for their employees should contact Mr. Ronald Bond at 367-5214 or the Chamber office at 367-9090.



"HOW DO YOU KNOW WHEN YOU NEED A SMALL COMPUTER" will be the subject of a seminar sponsored by the Advanced Technology Development Center (ATDC) and the Chamber. The seminar, to be held in May, is presently in the planning stages and your input into the final scheduling would be appreciated. The material to be covered takes approximately six (6) hours, so it's really more of a short course than a seminar. The scheduling alternatives we are proposing are: A) three (3) hours a day for two (2) days, B) two (2) hours a day for three (3) days, or C) three (3) hours at night for two (2) nights.

The content of the seminar will cover familiarization with computers, functions and limitations, and how to perform an economic analysis of your business to determine if you actually need a computer.

Your response and assistance in scheduling would be appreciated so that we might provide a time slot suitable for a majority of those interested. This seminar will be free of charge.

THE SHOPPER SURVEYS IS UNDERWAY and the results should be released in the near future. The survey, undertaken as a project of the Retail Merchants Division, is in two forms. An in-store survey has been distributed to merchants in Jefferson and Commerce in order for them to receive comments and suggestions concerning such areas as service, prices, friendliness, selection, appearance and available parking. A telephone survey is also in progress. With a list of random numbers from the telephone book, members of the Retail Merchants Division are calling and requesting such information as: Where do you shop? Why? Is it the prices, selection, store hours, etc.?

We hope to use the results of the shoppers survey to focus on specific projects that will benefit our retail merchants and make their business more profitable.

The members of the Retail Merchants Division are Robby Roberts, Wanda Doster, Don Shubert and Mike Buffington.

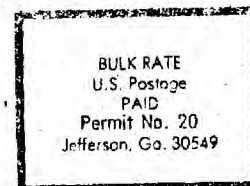
THE NEXT BOARD OF DIRECTORS MEETING is scheduled for Friday, April 16, 1982, 12:30 p.m. at Pa's Restaurant in Jefferson. We would like to encourage anyone interested to attend.

SENATOR SAM NUNN WILL BE SPEAKING on how to do business with the Department of Defense. The meeting is scheduled for May 3 on the Georgia Tech campus. For more info call the Advanced Technology Development Center at (404) 894-3575.

#### SOMETHING TO THINK ABOUT

"To get maximum attention, it's hard to beat a good, big mistake."

Jackson County Chamber of Commerce  
P.O. Box 399  
Jefferson, Georgia 30549



Dr. Robert Schwartz  
Advanced Technology Development  
Center  
Georgia Institute of Technology  
Atlanta, Georgia 30332

TELEPHONE: 367-9090 - MIKE JOWLER/EXECUTIVE DIRECTOR

# Legislators to liberalize al

President Reagan warned on a country trip Tuesday that a "large and increased possibility of war" looms if his proposed beefed-up Pentagon budget is trimmed. During fund-raising stops en route California, Reagan hammered away the need for military preparedness vowed no retreat from his drive for budget increases to ensure the United States is "second to none in the world."

He said strengthening the military will save the lives of young Americans. "There is an alternative to a large defense budget. It is a larger and increased possibility of war," Reagan said.

William F. Baxter  
...relationship draws fire



Edelstein presided over the federal suit, which was dropped Jan. 8 when the government said it had found the case to be without merit.

On Tuesday, Edelstein released copies of letters he had received from Robert L. Erickson, vice president for legal affairs of Memorex Corp.

Erickson wrote to Baxter on Jan. 11, noting that in the course of a Memorex audit against IBM there were indications that Baxter had once

Edelstein said the Justice Department "may not have acted in the best interest of the public" and called upon IBM to make a full public disclosure of its relationship with Baxter.

Edelstein said the Justice Department "may not have acted in the best interest of the public" and called upon IBM to make a full public disclosure of its relationship with Baxter.

## Madison asked to consider vote on local option sales taxes

By MILDRED SCHIERMAN  
Daily News State Editor

**DANIELSVILLE** — Madison County Commission Chairman Vincent Hix has asked that commissioners consider putting the matter of a local option sales tax on the ballot in November's elections.

Madison County is one of the few counties in the state, and in Northeast Georgia, that does not have the tax. In the past, it has been felt that since the county does not have any shopping centers, the tax would hurt more than help. However, Hix said that it would bring in money for the county and cities. Clarke, Jackson and Elbert counties, where many Madison County residents shop, all have the tax.

Hix said the people of the county should have an opportunity to express

an opinion on whether or not they want the tax.

Commissioners Guy Hart and Virginia Carey agreed to study the matter and make a decision in time for a referendum to be held.

In another matter, Phil Lovelace of the Regional Technology Development Center told commissioners Tuesday afternoon that a Tri-County Development Group, representing Barrow, Jackson and Madison counties, has sent out 1,600 letters to electronic firms around the country in an effort to interest them in this area.

Lovelace also told commissioners that the regional center is working with the three counties to develop retail trade to keep the \$31 million spent by county residents in other places at home.

The regional center is funded by a grant from the Appalachian Regional Commission to attract high technology industry to the three counties. Lovelace said that the first of three training sessions in Madison County will be held Thursday night. These sessions will be to train local people in industrial recruitment techniques.

Lovelace said that high technological companies are being sought for the three counties because they are "clean" industries and because they pay high salaries. However, the center would not turn down another industry that was interested in locating in one of the three counties.

Of course, Lovelace pointed out, it would be up to the residents of the counties to decide what industries they want.

"I don't think Americans armed forces held together using gum and baling wire, move for want of spare parts said."

"We dare not reduce our budget ... We must not resign ourselves to life as a second-rate tempting aggression weakness."

Reagan left Washington for the West, during which he marked some time for work for celebrating with his wife their 30th anniversary.

Reagan addressed five events in Cheyenne for Sen. Wallop, and in Albuquerque, Sen. Harrison Schmitt before the night in Los Angeles. Wednesday speech there, then to his mountaintop ranch in Barbara.

At each stop he seized the against what has become budget criticism — putting on notice he remains firmly tied to his military spending and both future installments cuts.

Both areas are being eyed by members of Congress to reduce Reagan's projected billion deficit.

America today is a

*Winder-Barrow*

---



**Chamber of Commerce, Inc.**

Telephone (404) 867-9444



P.O. Box 436  
Winder, Georgia 30680

March 30, 1982

Dr. Robert G. Schwartz  
Program Director  
Regional ATDC  
Georgia Institute of Technology  
Atlanta, Georgia 30332

Dear Bob:

The Barrow County Chamber of Commerce is establishing a High Technology Committee. We would like to ask you to serve as an ex officio member of this committee.

Thank you for your help and support in the past. Look forward to working with you in the future.

Sincerely,

David H. Jackson  
President

DHJ:bj

March 30, 1982

Dr. Joseph M. Pettit  
President  
Georgia Institute of Technology  
Atlanta, Georgia 30332

Dear Dr. Pettit:

The Barrow County Chamber of Commerce feels privileged to represent the best interests of the free enterprise system in our area. We recognize that the information and assistance available through the Regional Advanced Technology Development Center is extremely valuable and want to give this center our support. A High Technology Committee is being established in our local Chamber of Commerce. Dr. Robert G. Schwartz, Program Director Regional ARDC, will be asked to serve as an ex officio member of this committee.

We commend you for your foresight and planning in establishing this program.

Sincerely,

DAVID W. JACKSON (Class of '70)  
President

PHJ:bj  
cc: Robert G. Schwartz ✓

Georgia Institute of Technology  
A UNIT OF THE UNIVERSITY SYSTEM OF GEORGIA  
ADVANCED TECHNOLOGY DEVELOPMENT CENTER  
325 HINMAN RESEARCH BUILDING  
ATLANTA, GEORGIA 30332  
(404) 894-3575

February 19, 1982

Dear \_\_\_\_\_:

On Monday night, March 1, 1982, I would like to review present contract progress with you and have your direction on several matters of contract importance.

The meeting will be held at the Barrow County Courthouse from 7-9 p.m. I hope you can make it and I look forward to seeing you then.

Sincerely,

Robert G. Schwartz, Project Director  
Regional ATDC

RGS:df

cc: Clinton Lane  
Northeast Georgia APDC

Jim Grubiak  
Georgia Department of Community Affairs

bcc: Philip D. Loveless, Northeast Georgia Area Office/Georgia Tech ✓  
Jim Dove, Northeast Georgia APDC  
Joe Morton, Northeast Georgia APDC

**MINI-ATDC**  
**ADVISORY COMMITTEE MEMBERS**

**BARROW COUNTY**

Ms. Anne Segars	Barrow County Commission
Dan Blitch	Barrow Manufacturing Company
Mayor John Mobley	Mayor, City of Winder
Thomas Maginniss	Cherokee Manufacturing Company

**JACKSON COUNTY**

Harold Fletcher	Jackson County Commission
Paul Vickery	City Manager, Commerce
Henry Braselton	Braselton
Mike Joyner	Jackson County Chamber of Commerce

**MADISON COUNTY**

Vincent Hix	Madison County Commission
W. Chandler (Bill)	Madison County Industrial Development Authority
James Rowe	Energy Commission
J. B. Sweeney, Jr.	Madison County Industrial Development Authority



**APPALACHIAN REGIONAL COMMISSION**

1666 Connecticut Avenue, N.W.  
Washington, D.C. 20235

March 5, 1982

Mr. Robert G. Schwartz  
Director, Regional ATDC Program  
Georgia Institute of Technology  
Atlanta, Georgia 30332

Re: Georgia Tech-Mini-ATDC  
GA-8015

Dear Bob:

I have reviewed the 2nd Quarter Progress Report for the above referenced project and found it to be satisfactory under the requirements of the Grant Offer. I would like to have responses to the following questions, and/or statements prior to the next Progress Report.

1. I am interested in the progress, if any, that has been made in locating a suitable incubator facility. Have any buildings been examined as possible sites for such a facility? And what is the position of the counties at this point towards funding an incubator facility.
2. According to the Progress Report "the incubator concept appears premature for adoption in the three county area." Is this statement only applicable to high technology entrepreneurs? As Project Coordinator, the establishment of an incubator should not be limited to only high technology entrepreneurs.
3. What efforts have been undertaken to examine the availability of local venture capital for innovation and growth?
4. Again I caution that direct business solicitation to the area is prohibited under the ARC Act. The recruitment program can be undertaken by local public-quasi-public bodies, but only T.A. to these bodies can be done under the contract. The relocation of high technology industries to the area is fine and good, but these relocations in themselves should in no way be construed as a direct pay-off for the efforts undertaken by the Mini-ATDC project.

If you have any questions please do not hesitate to contact me. As soon as the proper documentation is recieved on the financial rerport I will process the payment.

Sincerely,

  
HARRY V. ROESCH  
Project Coordinator  
Community Development Specialist



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

March 19, 1982

Mr. Harry L. Roesch  
Project Coordinator  
Community Development Specialist  
Appalachian Regional Commission  
1666 Connecticut Avenue, NW  
Washington, DC 20235

Re: Georgia Tech  
Regional ATDC  
GA-8015

Dear Harry:

Thank you for your letter dated March 5, 1982. In response:

1. I believe you are in receipt of Jim Grubiak's September 11, 1981, letter which addresses this issue. I have enclosed it for your reference.
2. Our ATDC program has for its scope high and advanced technology business related issues. To consider other than high technology companies for an incubator would be contrary to the understanding our Governor has of this project.
3. By local, I presume you mean the three county area. I agree and we already have begun. C & S Bank of Georgia will sponsor a two hour program for the local bankers (see enclosed). The program will cover various issues involving venture capital. Our Governor has been quite interested in this subject and I would be happy to give you an overview of all Georgia activity.



Mr. Harry L. Roesch  
March 19, 1982  
Page 2

4. I agree and we are assisting in identifying companies interested in expansion as part of their normal business activity.

If I may be of further assistance, please do not hesitate to contact me.

Sincerely,

Robert G. Schwartz  
Project Director  
Regional ATDC

RGS:vhh

Enclosure

CC: Mr. Jim Grubiak



**APPALACHIAN REGIONAL COMMISSION**

1866 Connecticut Avenue, N.W.  
Washington, D.C. 20236

September 14, 1981

Mr. Jim Grubiak  
Appalachian Program Administrator  
Department of Community Affairs  
40 Marietta Street, NW, 7th Floor  
Atlanta, Georgia 30303

Re: Georgia Tech-Mini-ATDC  
GA-8015-31

Dear Jim:

I have received your request to amend the budget in the personnel services category for the above referenced project. The request to amend the personnel line item by the addition of a graduate student is acceptable.

I have forwarded your request to the General Counsel's office for contract revision. If you have any questions please contact me.

Sincerely,

HARRY L. ROESCH  
Project Coordinator



**APPALACHIAN REGIONAL COMMISSION**

1666 Connecticut Avenue, N.W.  
Washington, D.C. 20235

September 17, 1981

**RECEIVED**

SEP 21 1981

GEORGIA DEPARTMENT OF  
COMMUNITY AFFAIRS

James Grubiak  
Department of Community Affairs  
40 Marietta Street, NW, 7th Floor  
Atlanta, GA 30303

RE: Mini-ATDC Project; GA-8015

Dear Jim:

I have received your letter dated September 11, 1981, which transmitted Bob Schwartz's letter concerning the specific establishment of an incubator facility in Barrow, Jackson, and Madison Counties. Based on conversations you and I have had on the telephone as well as Bob Schwartz's letter, I feel I have a clearer understanding of the intent of the approved scope of work.

Bob's quarterly reports should pay careful attention to reporting the progress or lack of progress he is making in establishing a permanent incubator facility. Sepcific attention should be paid to any major problems he encounters, and at any time he experiences a very critical problem, you should be notified in writing immediately.

If you have any questions, please contact me.

Sincerely,

HARRY *L* ROESCH  
Project Coordinator  
Community Development Division

cc: Bob Schwartz

## VENTURE CAPITAL PROGRAM

Alumni/Faculty House  
Georgia Institute of Technology  
Atlanta, Georgia

Spring 1982

- |                             |   |
|-----------------------------|---|
| I. Introduction and Welcome | Robert G. Schwartz<br>Program Director<br>Regional ATDC |
| Definition                  | Professor Fred A. Tarpley                               |
| -Seed Money                 | Advanced Technology                                     |
| -Start-ups                  | Development Center                                      |
| -Existing Business          |   |
| Point of View               | C & S Bank  |
| -Lender                     |   |
| -Borrower                   |   |
| II. Structure               | Professor Fred A. Tarpley                               |
| Industry Overview           |   |
| State of Georgia            |   |
| Activity                    |   |
| III. Basics                 | C & S Bank  |
| High Technology             |   |
| R & D Costs                 |   |
| Payback Period              |   |
| Risk                        |   |
| IV. Successes               | C & S Bank  |
| V. Questions and Answers    | Robert G. Schwartz                                      |

We appreciate the assistance given by the Citizens and Southern Bank in helping with this program. The sponsorship of the Appalachian Regional Commission, Georgia Department of Community Affairs and Governor George Busbee for project approval are acknowledged.



Jim Higdon  
Commissioner

Georgia Department of  
**COMMUNITY AFFAIRS**

40 Marietta Street, N.W., Eighth Floor  
Atlanta, Georgia 30303  
(404)656-3836  
(Toll Free)1-800-282-5810

**Board Members**

Lillian Webb  
Chairman  
James Griffin  
Vice-Chairman  
J.B. Jones  
Secretary  
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Michael L. Lomax  
Hearn Lumpkin  
Larry J. Parrish  
Hobby Stripling  
Gerald Thompson

September 11, 1981

Mr. Harry Roesch  
Appalachian Regional Commission  
1666 Connecticut Avenue, N.W.  
Washington, D.C. 20235

RE: Mini-Advanced Technology  
Development Center  
GA-8015

Dear Harry:

Enclosed, for your information, is a copy of a letter from Robert G. Schwartz, Project Director, clarifying the incubator aspects of the referenced project. As to establishment of the incubator facility, this office agrees with the intent expressed in Mr. Schwartz's letter.

Sincerely,

Jim Grubiak  
ARC Program Administrator

JG:ld

Enclosure



# Georgia Institute of Technology

ATLANTA, GEORGIA 30332

ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER

August 28, 1981

RECEIVED

SEP 02 1981

GEORGIA DEPARTMENT OF  
COMMUNITY AFFAIRS

Mr. Jim Grubiak  
Department of Community Affairs  
Room 607, Trinity/Washington Building  
207 Washington Street, SW  
Atlanta, Georgia 30334

Dear Jim:

To clarify the concept of the incubator as it relates to the Regional ATDC program in Barrow, Jackson, and Madison counties, the strategy was and is to aid and assist the local citizens to establish such a facility. Whether or not the incubator would ever become a reality will depend upon how our program is received in the three county area.

As you know, this program is a demonstration project aimed at providing personal service to the area. The ultimate creation of the incubator will be decided over the next year.

Sincerely,

Robert G. Schwartz

RGS:vhh

CC: Jerry Henry



Georgia Institute of Technology  
ENGINEERING EXPERIMENT STATION  
ATLANTA, GEORGIA 30332

ENGINEERING EXTENSION LABORATORY

Northeast Georgia Area Office  
419 Bradford Street, N.W.  
P. O. Box 3015  
Gainesville, Georgia 30501  
Area Code 404/532-5420

March 29, 1982

MEMORANDUM

TO: Robert G. Schwartz  
Regional ATDC - Atlanta

FROM: Philip D. Loveless *PDL* Director  
Northeast Georgia Area Office

SUBJECT: Hall County Potential High Technology Companies

Attached is a list of companies for Hall County. Those with a check mark are ones that could possibly avail themselves of ATDC assistance and number 27. There may be others which are unidentified.

It is virtually impossible to compose a list of potential entrepreneurs since the efforts to do so would possibly create requests we are not in a position to answer. If the program is expanded to this area, then we can work on that.

PDL:df

cc: H. Wayne Hodges  
James L. Mercer





Gainesville - Hall County  
Chamber of Commerce

# **MANUFACTURER'S DIRECTORY**

*"From Islands to Highlands We've Got It All"*

## MANUFACTURERS LIST

## Gainesville and Hall County

Metro Gainesville-45,000

Hall County Population 75,000

~~AEROVOX~~

Rt. 4 Box 695B  
 Walt Sweatt, Pl. Mgr.  
 Jerry L. Glover, Mgr. of Eng.  
 536-0211  
 Small Motors  
 Emp. 50 or 60

AMERICAN BEDDING COMPANY  
 1305 Hall Street  
 P.O. Box 2336  
 Tom Mundy, Mgr.  
 532-7716  
 Mattresses  
 Emp. 20

ARC-KYLE  
 Industrial Boulevard  
 P.O. Box 1394  
 Joseph C. Irvin, Gen. Mgr.  
 W.C. Vaughn, Sales Mgr.  
 536-5891  
 Concrete Pipe, Concrete Block  
 Ready-Mix Concrete  
 Emp. 47

ARC-STEAL PRODUCTS COMPANY  
 1060 Davis Street  
 P.O. Box 2493  
 William A. Haley, Gen. Mgr.  
 532-7014  
 Steel Joint Rings  
 Emp. 95

ATLANTA COCA-COLA BOTTLING CO.  
 2-15 Browns Bridge Road  
 P.O. Box 656  
 J.J. Kemp, Sales Mgr.  
 Hoyt Couch, Production Mgr.  
 532-1258  
 Soft Drinks  
 Emp. 95

~~ARMSTRONG~~ SYSTEMS ✓

Thurmond Tanner Road  
 P.O. Box 189  
 Lowery Branch, GA 30542  
 Don Thompson, Gen. Mgr. Bus. Systems  
 Perry Seate, Dir. Of Resale Operation  
 67-3371  
 Pressure Sensitive Labels  
 Emp. 200

~~BEST ICE AND LOCKER COMPANY~~

P.O. Box 558  
 Baldwin, GA 30511  
 Corner Dorsey & Industrial Blvd.  
 Johnny Burkett, Mgr.  
 536-6661  
 Ice  
 Emp. 20

BRUCE & WILSON FEED & POULTRY CO.  
 Athens Highway  
 P.O. Box 1317  
 Homer Wilson, Pres.  
 532-0456  
 Feeds-Place Baby Chickens  
 Emp. 32

~~BURTON~~ ✓

Pine Street Plant  
 Box 36  
 Dahlonega, GA 30533  
 James Cameron, Plant Mgr.  
 Richard Moses, Plant Sup.  
 John Brandon, Office Mgr.  
 J.W. Wilson, Industrial Engineer  
 864-3311  
 Carpet Yarn Mill  
 Emp. 400

C.W.T. FARMS, INC.  
 1180 Airport Industrial Park  
 P.O. Box 1396  
 R.H. Burch, Pres.  
 Joe C. White, Sec. Treas.  
 Poultry, Broiler Hatching Eggs  
 532-3181  
 Emp. 90

CAGLE'S  
 1150 Aviation Boulevard  
 Gerald Kiser, Plant Mgr.  
 534-3511  
 Poultry Processing  
 Emp. 740

CAKE BOX BAKERY  
 1237 Thompson Bridge Road  
 Leon Simmons, Mgr.  
 Vernard A. Sayre, Pres.  
 536-9806  
 Bakery Products  
 Emp. 18

CARGILL, INC.  
949 Ridge Road  
P.O. Box 1298  
Edgar T. Savidge, Mgr.  
535-3100  
Crude Soybean Oil & Meal  
Emp. 120

~~INTERNATIONAL MACHINE COMPANY~~ ✓  
222 Myrtle Street, S.E.  
Bill Waters, Purchasing Agent  
536-3484  
Poultry Equipment  
Emp. 72

CHAMBERS LUMBER COMPANY  
885 Main Street, S.W.  
E.H. Chambers, Jr., Pres./Mgr.  
R.W. Chambers, Sr., Vice President  
534-3551  
Building Materials  
Emp. 26

~~CHANDLER EQUIPMENT CO., INC.~~ ✓  
Highway 60 South  
P.O. Box 2533  
William B. Chandler, President  
536-8891  
Debeakers for Baby Chicks  
Poultry Processing Equipment  
Fertilizer & Lime Spreaders-Mainly  
Emp. 20

CHATTAHOOCHEE FURNITURE COMPANY  
P.O. Box 127  
Flowery Branch, GA 30542  
Charles Simons, Jr., Vice Pres./Mgr.  
967-6151  
Furniture Case Goods  
Emp. 65

~~CHICOPED~~ ✓  
P.O. Box 2537  
Bobby Painter, Dir. Woven Operations  
W. Russell Moehlich, Location Mgr.  
Robert Briggs, Pl. Mgr, Gray Mills 1&2  
Ed Wood, Pl. Mgr. Lumite  
Fleming Weaver, Mgr. Emp. Rel.  
Anna Carter, Mgr. Emp. Service  
Spensor McManes, Materials Mgr.  
532-3161  
Industrial Fabrics  
Emp. 900

CITY ICE COMPANY, INC.  
401 Main Street  
P.O. Box 1333  
Carl Romberg, Pres./Gen. Mgr.  
535-3700  
Ice  
Emp. 60

COBB, INC.  
Cleveland Highway  
P.O. Box 895  
Silas Little, Mgr.  
536-2325  
Processed Poultry  
Emp. 50-55

CORONET CARPETS  
DIVISION OF  
CORONET INDUSTRIES, INC. ✓  
Atlanta Highway  
P.O. Box 1736  
J. Murray David, Gen. Mgr.  
Rex Hand, Per. Mgr.  
536-0511  
Yarn Mill  
Emp. 250

COTTRELL, INC. ✓  
Route 3, Candler Road  
P.O. Box 2455  
Don Cottrell, Pres.  
532-7521  
Farm Equipment  
Car Hauling Equipment  
Emp. 80

COUNTRY PRIDE FOODS LIMITED  
949 Industrial Boulevard  
P.O. Box 1810  
Coy Skaggs, Mgr.  
536-3413  
Integrated Poultry Operations  
Emp. 1000

CRYSTAL FARMS, INC.  
P.O. Box 101  
Chestnut Mountain, GA 30502  
Lloyd Strickland, Chmn. of Board  
R.E. Lind, President  
967-6152  
Manufacture Feed  
Egg Products  
Shell Egg Grading  
Emp. 220

DAK FOODS, INC.  
2075 Memorial Park Road  
Bob Parrish, Mgr.  
532-7281  
Meat Packing  
Emp. 30

DAVIS WASHINGTON LUMBER COMPANY  
402 Maple Street  
P.O. Box 330  
Dewey Kephart, Pres.  
Hubert J. Deaton, Jr., Vice Pres.  
534-5205  
Lumber, Millwork  
Emp. 50

DEEP SOUTH PRODUCTS  
825 White Sulphur Road  
P.O. Box 2534  
Glenn McDonald, Plant Mgr.  
534-2239  
Margarine/Cheese Department  
Emp. 100

DIAGO MEXICAN FOOD, INC.  
381 Dorsey Street  
P.O. Box 1031  
Wayne Abernathy, Pres.  
536-0184  
Faco Shells & Tortillias  
Distribute full line of  
Mexican foods  
Emp. 35

DUNDEE MILLS, INC.  
BABY PRODUCTS DIVISION  
P.O. Box 358  
Oakwood, GA 30566  
Larry Perkins, Plant Mgr.  
532-7771  
Various Baby Products  
Emp. 125

DUTCH QUALITY HOUSE  
Old Oakwood Road  
P.O. Box 2397  
Martin B.P. Zonnenberg, Pres.  
534-2294  
Earl Walker, Office Mgr.  
Meat Specialty Items  
Emp. 150

-Z RIDE AIR SUSPENSION ✓  
FACILITY OF PLANT CITY STEEL--  
ARSCO CORPORATION OF AMERICA  
Athens Highway  
P.O. Box 22  
Bill Russell, Mgr.  
36-8741  
Flexible-Air Suspension  
Emp. 15

FIELDALE CORPORATION  
P.O. Box 558  
Baldwin, GA 30511  
Joe Hatfield, Pres.  
William Lee Arrendale, Vice Pres.  
534-1886  
Processed Poultry  
Emp. 1980

GAINESVILLE CONCRETE COMPANY, INC.  
947 Georgia Avenue  
P.O. Box 1436  
J.B. Puckett, Owner  
Tim Puckett, Owner  
534-3624  
Ready-Mixed Concrete/Pouring  
and Delivering  
Emp. 8

GAINESVILLE INDUSTRIAL SUPPLY CO.  
280 High Street, S.E.  
P.O. Box 423  
John W. Stanley, Jr., Pres.  
536-1271  
Bearings  
Emp. 8

GAINESVILLE IRON WORKS, INC.  
890 Main Street, S.W.  
V.C. Puckett, President  
536-1214  
Gray Iron Foundry  
Mill Supplies  
Emp. 86

GAINESVILLE LITHO COMPANY  
P.O. Box 2034  
Westside Branch  
Mr. & Mrs. Russell Williams, Owners  
532-6441  
Job Printing  
Silk Screen Process  
Emp. 1

GAINESVILLE MANUFACTURING CO.  
2063 Memorial Park Road, S.W.  
R.E. Griffith, Vice President  
536-4482  
Men's & Boys Casual Slacks  
Emp. 300

GAINESVILLE MARBLE & GRANITE CO.  
P.O. Box 140  
Dawsonville Highway  
James P. Cash, Owner  
534-4545  
Monuments  
Emp. 4

GAINESVILLE MILL  
DIVISION OF MILLIKEN AND CO. ✓  
Georgia Avenue  
P.O. Drawer 1017  
Thomas F. Huggins, Plant Mgr.  
536-3318  
Unfinished Textiles Fabrics  
Emp. 400

GAINESVILLE MILLING COMPANY  
111 Washington Street, N.E.  
Ralph W. Cleveland, Chmn. of Board  
John Cleveland, President  
534-5231  
Emp. 3

GAINESVILLE NEHI BOTTLING CO.  
803 Dorsey Street  
Paul Wilson, Mgr.  
534-7511  
Soft Drinks  
Emp. 6

GAINESVILLE SCRAP IRON & METAL CO.  
859 Athens Street  
Sanford Loef, President  
Harrison Haynes, Vice President  
534-5612  
Scrap Iron & Metals  
Emp. 11

GAINESVILLE STONE COMPANY, INC.  
DIV. OF KOPPER'S CORPORATION  
Candler Road  
P.O. Box 743  
Bob Minnick, Sales Mgr.  
J.G. Ruth, Gen. Mgr.  
532-6351  
Emp. 35

GAINESVILLE TRIBUNE, INC. (THE)  
1850 Thompson Bridge Road  
P.O. Box 1413  
Johnny Sosebee, Publisher  
536-2331  
Newspapers, Circulars  
Emp. 8

GEORGIA BOOT COMPANY  
Atlanta, Highway  
Flowery Branch, GA 30542  
J.R. Murray, Pres.  
967-6114  
Leather Goods  
Emp. 300

GEORGIA CHAIR COMPANY  
456 Industrial Boulevard, S.W.  
Harry F. Bagwell, Pres.  
Charles Edmondson, Vice Pres.  
536-1366  
Furniture, Institutions  
Emp. 100

GEORGIA FOAM, INC.  
1090 Airport Industrial Park  
P.O. Box 303  
George Thomas, Pres.  
Randall Pinson, Gen. Mgr.  
536-8888  
Expanded Polystyrene  
Emp. 14

GEORGIA KRAFT COMPANY  
500 Spring Street  
Dr. S.B. Kinne, III, Dist. Mgr.  
536-9963  
Pulp & Paper Company  
Emp. 4

GEORGIA PRINTING COMPANY  
706 Oak Street, N.W.  
Don R. Waldrip, Mgr.  
Joe Biddy, Owner  
536-1321  
Job Printing  
Emp. 25

GLADWIN, INC. ✓  
Old Oakwood Road  
Route 1, Box 370-A  
Oakwood, GA 30566  
Bradford Nicholson, Pres.  
Martha Grindle, Per. Dir.  
536-6023  
Telephone Enclosures  
Custom Plastics Forming  
Emp. 55-70

GLIDDEN PAINT  
DIVISION OF SCM CORPORATION  
Under construction  
West White Road  
Howard Horton  
Water soluble latex paint  
Expected Emp. 100

GLOBE DISTRIBUTION/BARNES GROUP, INC.  
2395 Murphy Boulevard  
P.O. Box 1033  
Dave Gunnerson, General Mgr.  
Laura Vandiver, Per. Dir.  
Gerald Cahill, Controller & Office Mgr.  
535-0009  
Distributors of Automotive and  
Hardware Materials  
Emp. 100

GOLD KIST MILLS  
DIVISION OF GOLD KIST, INC.  
P.O. Box 309  
Flowery Branch, GA 30542  
Wade Queen, Plant Mgr.  
967-6121  
Feed  
Emp. 42

GRESS FOODS, INC.  
950 Industrial Boulevard, S.W.  
P.O. Box 2394  
Ronald Gress, President  
William Fasulo, Plant Mgr.  
536-8818  
Cut-up Poultry  
Emp. 450

GUILFORD MILLS, INC.  
455 Osborne Street, S.E.  
P.O. Box 1955  
J. Milton Lathem, Plant Mgr.  
532-1228  
Nylon Yarn  
Emp. 104

H.F.C. FEEDS, INC.  
H.F.C. and Mason Drive  
P.O. Box 446-390  
Nathaniel E. Ashe, Gen. Mgr.  
536-2411  
Prepared Animal Feeds  
Emp. 37

HARRIS CALORIFIC ✓  
DIVISION OF EMERSON ELECTRIC CO.  
2345 Murphy Boulevard  
P.O. Box 1058  
Andy Ozols, Mgr.  
536-8801  
Welding & Cutting Equipment  
Emp. 146

HATCHER MANUFACTURING COMPANY  
673 Bradford Street  
532-4395  
George Cantrell owner  
Poultry Equipment/Egg Racks  
Emp. 5

HEWELL'S POTTERY  
P.O. Box B  
Gillsville, GA 30543  
Harold Hewell, Pres./Mgr.  
869-3469  
Clay Pottery  
Emp. 10

HODGE & MURPHY POULTRY CO., INC.  
2385 Monroe Drive  
Mike Murphy, President  
534-3597  
Poultry Products  
Emp. 15

INDIAN RIVER POULTRY FARMS  
Simpson Road  
P.O. Box 2876  
Louie Carmon, Mgr.  
532-4333  
Foundation Breeder Chicks  
Emp. 20

INSULAIRE, INC.  
Route 6, Box 228, Gainesville  
Brookton Road, Clermont  
983-7291  
Albert Helton Jr., Pres.  
Expanded Polystyrene  
Emp. 10

ISA POULTRY SERVICES, INC.  
P.O. Box 2757  
Highway 60 South  
Candler Road  
Fred Coats, President  
534-2559  
Primary Poultry Breeder  
Emp. 25-30

J & S FARMS  
1849 Atlanta Road  
Ray Jones, President  
534-1759  
Egg Producing  
Emp. 21

KOCH, WALT, LTD  
A-17 Airport Industrial Park  
Walt Koch, Owner  
Winfred Carder, Plant Mgr.  
536-0224 or 532-4385  
Poultry Processing  
Emp. 115

L & R FARMS  
Route 10  
White Sulphur Road  
Robert J. Lathem  
Wilbur F. Ramsey  
Jimmy Lathem  
David Lahtem  
532-8711  
Eggs  
Emp. 40

LANIER INDUSTRIES, INC.  
Briarwood Road  
Oakwood, Georgia 30566  
Len Purdy, Pres.  
532-6501  
Toys & Hobby Items  
Molded Polystyrene Foam  
Emp. 4

LANIER SLEEP PRODUCTS, INC.  
513 Myrtle Street  
P.O. Box 1767  
Richard A. Fisher  
536-8791  
Bedding Materials  
Emp. 12

LARK MANUFACTURING  
Box 1341  
870 Grove Street  
Ted Oakley, Pres.  
Curtis Oakley, Vice Pres.  
536-6945--523-7894 (Atlanta, GA)  
Custom Steel & Commerical Residential  
Emp. 15

LAWRENCE & SON, INC.  
GENE LAWRENCE COMPANY  
1820 Gaines Drive  
Tony Lawrence, Mgr.  
536-2579  
Docks/Steel Trellis/Feed Holders  
Emp. 1

LAWSON & WHITE LUMBER CO.  
306 Myrtle Street, S.E.  
Johnny L. Lawson Jr., Pres.  
534-7308  
Lumber  
Emp. 4

MAJOR TOOLING, INC. ✓  
1120 Airport Parkway  
Bob Stewart, Pres.  
532-9101  
Tool & Oye Manufacturing  
Emp. 35 *Die*

M.I. ENTERPRISES  
Murphy Boulevard  
Tom Bush, Pres.  
William S. Bush, Vice Pres.  
Machine Parts for Corrugated Ind.  
Emp. App. 10

MAR JAC, INC.  
Avaiation Boulevard  
P.O. Box 49  
Dale Morris, Pres.  
536-0561  
Poultry Processing  
Emp. 575

MARELL POULTRY COMPANY  
P.O. Box 98  
Murrayville, GA 30564  
T.T. Folger, Jr., Gen. Mgr.  
Lawrence Freeman, Pur. Agent  
534-7373  
Dressed Poultry  
Emp. 350

MARTIN, G.H., BOATHOUSES AND  
DOCKS, INC.  
2070 Old Dawsonville Highway  
Glenn H. Martin, Owner  
536-0189  
Emp. 8

MATTHEWS PRINTING COMPANY  
336 Northside Drive, N.W.  
Curtis Pethel, Co-Owner  
Bill Lipscomb, Co-Owner  
536-3439  
Commercial Printing  
Emp. 21



MAYFIELD DAIRY FARMS, INC.  
1971 Delk Ind. Blvd.  
Marietta, GA 30073  
Clyde F. Wilbanks, Br. Mgr.  
952-3292  
Emp. 35

MAYHILL HOMES MANUFACTURING, INC.  
P.O. Box 1778  
Candler Road  
W.T. Mays, Pres.  
536-9871  
Emp. 150

MINCEY MARBLE MANUFACTURING, INC.  
Brown's Bridge Road  
P.O. Box 2381  
Kenneth Mincey, Owner  
532-0451  
Bathroom Accessories  
Emp. 40

MOONEY MANUFACTURING CO., INC.  
P.O. Box 28  
Flowery Branch, GA 30542  
Gene Mooney, Gen. Mgr./ Pres.  
Steven Mooney, Vice Pres.  
967-6451  
Wood Furniture  
Emp. 50

MULBERRY FARMS  
1075 Airport Parkway  
Thomas Hodge, Pres.  
Billy Gillen, Mgr.  
534-0207  
Hamburger Patties-Cut Steaks & Chops  
Emp. 28

NATIONAL AUTO RESEARCH CO., INC.  
Athens Highway  
P.O. Box 758  
Eugene McDonald, Pres.  
Bob Burnett, Controller/Bus. Mgr.  
532-4111  
Publishing of Car Market Guide  
Used Car Depreciation Guide  
Emp. 37

NEW HOLLAND MILL  
DIVISION OF MILLIKEN AND CO.  
New Holland, GA 30505  
J.D. Ramsbottom, Mfg. Mgr.  
536-3211  
Textiles  
Emp. 680

NORTON COMPANY  
P.O. Box 2898-Flowery Branch  
South Banks Industrial District  
William St. Clair, Vice Pres.  
Construction Products Division  
967-3951  
Masonry and Concrete  
Cutting Equipment  
Emp. 240

PAMARCO SOUTHERN ✓  
211 Myrtle Street, S.W.  
P.O. Box 1361  
Bob Wenk, Production Mgr.  
532-7061  
Printing Rolls & Rolls for  
Textile Industry  
Emp. 20

PARKS FEED STORE  
409 Parker Street  
W.L. Stargel, Mgr.  
532-6274  
Feed  
Emp. 6

PEACHTREE DOORS ✓  
Lanier North Industrial Park  
White Sulphur Road  
Windows and finished door  
components  
Joseph Stampke, Gen. Mgr.  
534-8070  
Emp. 250

PEEPLER PRINTING COMPANY  
Ridge Road  
P.O. Box 274  
Van Peebles  
John P. Coyle  
536-1194  
Industrial Printing  
Emp. 11

PEPSI COLA BEVERAGE CORP.  
OF AMERICA  
Candler Road  
P.O. Drawer CA  
Neil Steele, Gen. Mgr.  
534-5221  
Soft Drinks  
Emp. 54

PHILYAW, TERRELL, COMPANY  
Airline Road  
P.O. Box 1214  
Terrell A. Philyaw, Pres.  
532-6025  
Asphalt, Crushed Stone  
Emp. 20



PLUM BROOK FARMS  
DIVISION OF CAGLE'S  
Candler Road  
P.O. Box 1262  
Bill Stowe  
534-3511  
Further Processed Chicken  
Emp. 325

POTTER AND BRUMFIELD ✓  
DIVISION OF AMF, INC.  
961 Chestnut Street  
P.O. Drawer C  
Leonard Leneski, Mgr.  
Irving Fisk, Mfg. Mgr.  
Gerald Frankum, Ind. Rel. Mgr.  
536-0591  
Electrical Relays  
Precision Snap Switches  
Emp. 221

PRICE PRODUCTS  
Box 1356  
Ted Oakley, Pres.  
Curtis Oakley, Vice Pres.  
536-6945--523-7894 (Atlanta, GA)  
Buy Materials/Sells & Engineering  
Bill Lee--Engineer  
Earl Evans--Engineer  
Emp. 4 or 5

PRIMEX PLASTICS  
Rt. 2--Old Oakwood Road  
Rex Mizer, Pl. Mgr.  
534-0223  
Custom Plastic Sheets  
Emp. 35

PRINCE, JACK, INC.  
1185 Aviation Boulevard, S.W.  
P.O. Box 1157  
Jack Prince, Pres.  
Jesse Prince, Vice Pres.  
536-3679  
Poultry Equipment  
Emp. 3

PROTEIN FOODS CORPORATION LIMITED  
94 Main Street  
P.O. Box 1545  
Bob Yarem, Vice President  
Richard Reeves, Manager  
534-3514  
Deboned Chicken Products  
Emp. 100

RADLO OF GEORGIA  
Delta Drive  
P.O. Box 1302  
Jim Corbin, Gen. Mgr.  
532-3351  
Egg Broker  
Emp. 20

RALSTON PURINA COMPANY  
(Chow Div. of Ga. Area)  
1125 Purina Drive  
P.O. Box 839  
Park Kirk, Sales Mgr.  
Steven Jones, Pl. Mgr.  
536-9911  
Feed  
Emp. 75

RELIANCE ELECTRIC COMPANY ✓  
Thurmond Tanner Road  
P.O. Box 250  
Flowery Branch, GA 30542  
William T. Bradley, Pl. Mgr.  
Ken Falls, Emp. Rel. Mgr.  
967-3381  
Small Motors/DC Motors  
Emp. 226

SCM ALLIED/EGRY ✓  
South Hall Industrial Park  
P.O. Box 410  
Oakwood, GA 30566  
Harold Patrick, Mgr.  
532-0427  
Printing Business Forms  
Emp. 105

SCHUBERTH CORPORATION ✓  
Thurmond Tanner Road  
P.O. Box 475  
Flowery Branch, GA 30542  
Helmut S. Lieth, Vice Pres.  
Rolf Lueddecke, Pl. Mgr.  
967-2500  
Industrial Hard Hats  
Emp. 8

SEXTON O., PRINTING SERVICE  
Stringer Avenue  
P.O. Box 1978, WSB  
Lamar McDougal, Owner  
534-5932  
Printing, Rubber Stamps  
Emp. 1

SEYMOUR FOODS, INC.  
Memorial Park Road  
P.O. Box 441  
Fred Hase, Mgr.  
532-3128  
Frozen Eggs  
Emp. 63

SHELLER GLOBE DIVISION  
LEECE NEVILLE DIVISION  
989 Athens Street  
P.O. Box 1238  
James Gambon, Gen. Mgr.  
Fred Hoffman, Per. Mgr.  
536-2491  
Motors, Regulators & Switches  
Emp. 430

SILVER CREEK FARMS  
P.O. Box 38  
Lula, GA 30554  
Bobby Miller, Gen. Mgr.  
869-3231  
Meat Packing  
Emp. 5

SMITH CATTLEGUARD COMPANY, INC.  
Route 1  
Gillsville, GA 30543  
John W. Buffington, Pres.  
532-8269  
Cattleguards  
Emp. 8

SOUTHEASTERN FEED INGREDIENTS  
Route 3, Box 53  
Candler Road  
Gleen Smith, Pres.  
H.J. Clark, Vice Pres.  
532-4434  
Animal Proteins & Fats  
Emp. 25

SOUTHEASTERN FREEZER CORPORATION  
Candler Road  
P.O. Box 1933 WSB  
Ralph Desha, Pres.  
Jack E. Still, Gen. Mgr./Vice Pres.  
536-4311  
Cold Storage Warehouse  
Emp. 26

SOUTHERN EQUIPMENT AND MACHINE CO.  
Athens Highway  
P.O. Box 1414  
W.C. Whitmire, Owner/Gen. Mgr.  
536-1373  
Machine Shop, Welding  
Emp. 4

SOUTHERN MOULDING & HARDWARE  
P.O. Drawer "A"  
Offices--605 Green Street  
Plant--Memorial Park Road  
J. Connolly, Distrib. Sales Mgr.  
Herbert Robins, Vice Pres.-Sales  
R.D. Frankum, Vice Pres.-Manu.  
536-3371  
Aluminum Hardware & Trim  
Wood Carpet Laying Strips  
Emp. 200

SOUTHLAND PUBLISHING COMPANY  
THE TIMES  
345 Green Street  
P.O. Box 838  
Don Newton, Publisher  
Bob Campbell, Editor  
532-1234  
Newspapers, Printing  
Emp. 85

STORK-GAMCO, INC.  
Airport Industrial Park  
P.O. Box 1258  
Raymond Reiker, Pres.  
532-7041  
Poultry Machinery  
Emp. 160

TRW BEARINGS DIVISION  
McEver Road  
P.O. Box 278  
Flowery Branch, GA 30542  
Donald Nunn, Plant Mgr.  
Joe Manring, Per. Dir.  
967-3311  
Ball Bearings  
Emp. 350

TAG POLY BAG  
Candler Road  
P.O. Box 2514  
E. Dean Boldt, Pres.  
532-6257  
Polystyrene Products  
Emp. 35

TIBRO, INC.  
P.O. Box 206, Cobb Street  
Lula, GA 30554  
(Orbit Mfg. of Helen, GA.)  
J.M. Wilkins, Jr., Vice Pres.  
869-3663  
Ladies Sportswear  
Emp. 78

TORRINGTON COMPANY  
300 Torrington Drive  
Dahlonega, GA 30533  
Robert Bagwell, Mgr.  
864-7693  
Rollers  
Emp 170

TUNCO MANUFACTURING  
Under Construction  
Thurmond Tanner Road  
Bill Ball  
Jack Carlson  
Crushed Tungsten Carbide Tools  
Expected Emp. 30

UNIFORM PRINTING & SUPPLY CO.  
Candler Road  
P.O. Box 1378  
James C. Hudgins, Mgr.  
534-4488  
Printing  
Emp. 24

VINTAGE HOMES  
Candler Road  
P.O. Box 1478  
Dennis Irvin, Sales Mgr.  
Bill Carney, Pur. Agent  
532-1266  
Mobile Homes  
Emp. 150

WALLACE SHEET METAL COMPANY  
P.O. Box 511  
331 Dorsey Street  
Joe Pendergrass, Mgr.  
534-5971  
Sheet Metal Work  
Emp. 12

WALLIS ASPHALT PAVING  
P.O. Box 917  
1092 Industrial Boulevard, S.W.  
R.I. Patton, Mgr./Pres.  
536-1211  
Emp. 10

WARREN FEATHERBONE COMPANY  
99 Chestnut Street, S.W.  
Charles E. Whalen, Jr., Pres.  
535-3000  
Plastic & Fabric Accessories-  
Baby Clothes  
Emp. 395

WATER PROOF LEATHER COMPANY  
On Rail Road Avenue  
Atlanta Highway, P.O. Box 267  
Flowery Branch, GA 30542  
G.W. Bailey, Owner  
967-6821  
Leather Goods  
Emp. 3

WAYNE POULTRY COMPANY  
875 Industrial Boulevard  
P.O. Box 438  
George Deadwyler, Complex Mgr.  
Harold Lanier, Pl. Mgr.  
534-3673  
Feed  
Emp. 2

WILHEIT, TOM, PACKAGING MAT. CO.  
Monroe Drive  
P.O. Box 111  
Philip Wilheit, Vice Pres.  
532-4421  
Paper Distributor  
Emp. 19

WINSMITH  
P.O. Box 50  
Flowery Branch, GA 30542  
Buddy Ball, Pl. Mgr.  
967-2909  
Speed Reducers  
Emp. 47

WOFFORD LEATHER COMPANY, INC.  
Memorial Park Road  
P.O. Box 638  
J.R. Wofford, Pres.  
532-4427  
Saddle & Riding Equipment  
Emp. 25

WM. WRIGLEY JR. COMPANY  
P.O. Box 1750, GA. 13 at 365  
Joe Hajek, Mgr.  
Jim Copeland, Per. Dir.  
967-6181  
Chewing Gum  
Emp. 440

ZEEMAN MANUFACTURING COMPANY  
BARRY CLOTHES DIVISION  
2121 Browns Bridge Road  
Joe Krnac, Pl. Mgr.  
Mens Suits, Sports Coats, Slacks  
536-4431  
Emp. 300

1. 31 002

FINAL REPORT

THE REGIONAL ADVANCED TECHNOLOGY DEVELOPMENT CENTER PROGRAM

Georgia Institute of Technology  
Georgia Department of Community Affairs  
Appalachian Regional Commission  
Grant Number GA-8015-81-I-302-0331

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THE REGIONAL ADVANCED TECHNOLOGY

DEVELOPMENT CENTER PROGRAM

GA-8015-I-302-0331

In conjunction with the Enterprise Development strategy adopted by the Appalachian Regional Commission, a Regional Advanced Technology Development Center (Regional ATDC) program was initiated within the Appalachian Region of Northeast Georgia. Funded July 1, 1981, and modeled after the Advanced Technology Development Center (ATDC) program supported by the State of Georgia and located at the Georgia Institute of Technology, the Regional ATDC program provides extensive direct service to the three Appalachian counties of Barrow, Jackson, and Madison.

Service includes technical assistance to the local governing bodies and development groups; management assistance to existing and entrepreneurial businesses; and specialized educational programs for both local citizens and businesses. The basis for all efforts is high technology job creation in the three-county area.

PROGRAM OBJECTIVES

The original project objectives included:

- o High Technology Business Development
- o Identification and Screening of Entrepreneurs
- o Assistance to Entrepreneurs
- o Location of Suitable Incubator Space
- o Management Assistance to Existing Businesses
- o Presentation of Education Programs
- o Establishment of Self Sufficiency

## BACKGROUND

While the economy of Appalachian Georgia is dominated by manufacturing, a very high business concentration is found in only three industrial groups: textiles, apparel, and food. As a consequence, the labor force tends to be heavily weighted towards blue-collar employment. There is only a limited demand for highly skilled, technically-oriented employees.

The major economic problems in Barrow, Jackson, and Madison Counties include low wages, limited job opportunities, and unemployment. The following tables contain data which are illustrative of the problems. As Table I indicates, the three counties have been above the regional average in unemployment.

TABLE I

UNEMPLOYMENT\*

	1967	1979	1980	1981
Barrow, Jackson, Madison Counties (%)	7.4	4.9	6.7	6.6
Northeast Georgia (%)	7.0	4.7	6.3	6.2

Table II indicates that 1979 earnings in the ARC counties lagged far behind the U.S. weekly earnings average of \$261.60.

TABLE II

EARNINGS\*  
MANUFACTURING AND INDUSTRIES (1979)

	WEEKLY	YEARLY	% BELOW U.S. AVERAGE
Barrow	\$211.47	\$10,996	19.2
Jackson	208.13	10,822	20.5
Madison	187.71	9,760	28.3
U.S. AVERAGE WEEKLY EARNINGS	\$26.160		
U.S. AVERAGE YEARLY EARNINGS	\$13,603.00		

\* Northeast Georgia Area Planning and Development Commission Data

The area is experiencing an increase in population and in the resulting labor force. Without the provision of additional jobs, unemployment ratio will increase. Figures in Tables III and IV are indicative of labor force trends.

TABLE III  
LABOR FORCE\*  
1960 - 1977

	1960	1977	No.	% Increase
Barrow	6,137	9,394	3,257	53
Jackson	7,341	10,064	2,723	37
Madison	4,040	7,749	3,709	92

TABLE IV  
POPULATION\*

	1970	1980	Change	%
Barrow	16,859	20,966	4107	24.36
Jackson	21,093	24,933	3840	18.21
Madison	13,517	17,516	3999	29.58

\* Northeast Georgia Area Planning and Development Commission Data



## HISTORY

The demonstration project was funded July 1, 1981. The project was staffed by Dr. Robert G. Schwartz of the ATDC who acts as Director; by Mr. Phillip Loveless, Director of the Northeast Georgia Field Office of Georgia Tech; and by student assistants. The Northeast Georgia Area Planning and Development Commission has been and continues to be instrumental in assisting with the overall project activity.

Through a series of both private and public meetings, the program was introduced throughout the three-county region. Because of the wide-spread ATDC publicity, the Regional ATDC program has received extensive media coverage in other parts of Georgia and the Southeastern region of the United States. A brochure describing the program and the types of assistance offered was printed and distributed. An ongoing publicity campaign keeps the public informed and the program visible, and includes two local radio programs, offered once weekly, on WIMO-Winder and WJJC-Commerce.

## PROJECT PERFORMANCE

The project is organized into four main areas of activity supporting the project objectives:

- o Strategic Planning
- o High Technology Business Development
- o Management Assistance
- o Education

### Strategic Planning

Because of the demonstration nature of the project, progress is continually evaluated and direction in any one area may be altered, helping to maximize the

effect of the Regional ATDC programs. Knowledge gained as a result of project activity indicated each of the three counties has different needs. Prime emphasis in Barrow County was on management assistance; in Jackson County, on high technology business development and education, and to a lesser extent, on management assistance; in Madison County, high technology business development and education.

Additional emphasis was placed on support for development groups and elected officials because of extensive technical assistance utilized by each of the County Commissions, Industrial Development Authorities, and existing Chambers of Commerce. This high level of project activity was not initially visualized.

Perhaps the greatest single change in program direction involves the incubator concept. With only a limited number of technology based entrepreneurs identified, the incubator concept appeared premature for adoption in the three county area. Management assistance was, however, offered to each entrepreneur and continues to be appropriate.

There was also a shift of project emphasis in Jackson County. A Jackson County development plan has now been under discussion for approximately nine months. Because adoption of the plan has not yet occurred, the Regional ATDC program delivery has been slowed. A shift from high technology business development support to management assistance and education has subsequently been necessary. It is anticipated that when the new plan has been adopted, major project support will be utilized.

To keep the public informed and to enhance acceptance of high technology business, educational activity has expanded to include a local WJJC radio program, Georgia 2000. This five-minute a week spot discusses matters of technology-based

business importance and is written and produced by the Regional ATDC staff. A similar program is starting at WIMO-Winder.

There has also been a shifting emphasis in short course presentations. Rather than present programs for the population in general, specific courses aimed at more limited target segments are now being offered. This represents a more segmented approach to the educational activities with greater possible impact.

Finally, the objective of local self sufficiency should be met with the assistance of the Northeast Georgia APDC. Several staff members will participate in training sessions which will aid them in dealing with technology based development, assistance, and education.

An advisory committee was formed made up of local elected officials and persons suggested by the County Commission Chairman. It met several times to discuss contract activity, and will be primarily responsible in establishing self sufficiency.

Overall, the resources of Georgia Tech, its Field Office in Gainesville, and the ATDC have been utilized in this project. The specific activities performed and any problems encountered have been detailed over the last year's quarterly reports and other correspondence of relevance. Highlights will be covered in the following sections.

#### High Technology Business Development

A variety of activities were performed leading to meeting the program objective as stated in the grant proposal: "...A recruitment program of new technical operations from beyond the region...". These activities were:

- o Industrial High Technology Development Plans
- o Industrial Recruitment Training Programs

- o Establishment of an Industrial Development Council
- o Specialized Training Seminars
- o Active Chamber Support
- o Development of an Electronics Industry Marketing Program
- o Georgia Department of Industry and Trade Contacts
- o Market Research
- o Data Base Collection/Development
- o Technical Support to the Northeast Georgia APDC
- o Directed Assistance to a Local Improvement Group

The entire Regional staff has been utilized in these activities. Progress has been slow because of the extensive recession the national economy is experiencing. Although no firm commitments have been made by outside companies, the infrastructure is now more developed and more ready to act and respond to company inquiries and interest. The Regional ATDC staff is ready to proceed into year two in supporting the local efforts. During the first project year, local officials supported direct marketing activity by contributing approximately \$1,200 in financial assistance, as well as their time. On their behalf, assistance in identifying promising candidate companies continues.

#### Management Assistance

Approximately 20 firms interested in advanced or high technology were personally contacted. Although several long term business studies were expected to be initiated in early 1982; none were. The recessionary economy of the local area again has heavily impacted the program. However, there have been some positive signs.

The Barrow County Chamber of Commerce has established a High Technology Committee whose purpose is to aid and support the development of high technology

businesses in the area in cooperation with and liaison to the Regional ATDC program. Approximately 15 members serve on this committee. Its chairman has taken a major leadership role in the direct support of the Regional program. As a result of this support, 30 persons attended a computer user seminar in Barrow County. This interest will be useful in the future.

In particular, one Barrow County apparel company is now in the process of utilizing the Regional ATDC assistance in computerizing some aspects of its operations. It is expected that three or four additional firms will do the same in FY83.

To stimulate additional management assistance, a technology based "Executive Development Center" will also be established. It will serve the three-county middle and senior level executives of technology based businesses. Activity will be conducted on a monthly basis. Topics will include:

- o Advanced Product Development and Management
- o Investment Decisions
- o Strategic Marketing
- o Strategic Planning

Entrepreneurs are still relatively rare for the area. After an extensive publicity campaign, initiated with a public meeting introducing the invited guests to the new ARC program, with invitations signed by the Governor, only two entrepreneurs initially surfaced. The high technology service-oriented firm proceeded without program assistance. An electronics manufacturing firm sought both technical and management assistance, which was given.

Recently, two additional entrepreneurs asked for assistance. One is interested in computer controls and the other in alternative energy production. Assistance was given to both and will continue into next year.

A School for Entrepreneurship is to be started next fall. Its purpose will be to attract and develop high technology based entrepreneurs. The course, offered on a non-credit basis, includes the following topics:

- o Entrepreneurship
- o Strategic Planning
- o Marketing
- o Financial Analysis
- o Management

#### Education

The educational aspects of the present program aid and support the prime thrusts of high technology business development, management assistance, and entrepreneurial development. In addition to the first public meeting introducing the program, a second public meeting was also held. Its topic, "High Technology - Our Present and Future," was well received.

Several requests from other groups for similar programs for their citizens were subsequently received. One such request, from Athens Vocational-Technical School, was honored. Over 100 students were presented with the same program.

Additional activities included a textile and apparel program dealing with advanced technology matters and sponsored by Barrow Manufacturing Company. A venture capital primer for local bankers was held in Athens and supported by the Citizens and Southern Bank. Approximately 40 people attended two computer user seminars held last May.

To enhance communication and project viability, The School for Entrepreneurship and the Executive Development Center programs were conceptualized this year, and the WJJC and WIMO radio programs were initiated.

## CONCLUSIONS/FUTURE ACTIONS

Present economic conditions in the three-county area are not improving. Federal Government cutbacks in funding and national economic conditions are impacting the area both through reduced sales and subsequent lay-offs. Rather than attempt to extend the intense program activity to additional Georgia counties with only a limited opportunity of follow-through, it was recommended to ARC and accepted that the present program be funded for an additional and final year.

Today the project is well underway. The working relationships with the local leaders have been established and knowledge of the program is spreading. By the end of the first year's activity, early objectives regarding numbers of entrepreneurs and businesses to be assisted were not met. The entrepreneurs have not been identified, and existing high technology businesses or businesses in need of advanced technology are presently limited. These results reflect the rural nature of the three-county area. However, there is an expanding base of program support which will be utilized in year two of contract activity.

By the end of year two, with increased emphasis on local marketing, two to three likely industrial prospects should be identified. In-kind local assistance will continue and expand in year two as well. To support the development of local entrepreneurs, the "School for Entrepreneurship" will be established. The curricula will be developed the first quarter of next contract year and the program will start Fall, 1982. It will be open to all residents of the area interested in technology based business development. To stimulate management assistance, a technology based "Executive Development Center" is to be established. It will serve the three-county middle and senior level executives of technology

based businesses. End results should include a closer working relationship with local business persons and potential consulting studies for these businesses.

Training of technical support staff will also become a program element. Incubator space, revolving loan funds, and extended new programs do not appear to make strategic sense in terms of the near term resources available, but training of local APDC staff to support high technology business development activities appears feasible and will help "institutionalize" the program.

The end results of all these activities for the three counties are tangible numbers of new entrepreneurs, assisted businesses, and candidate companies, ultimately leading to new jobs for the local citizens. Results for the ARC include a series of program outlines and guidelines available to other locations for their use, relevant experience delivering such programs, and new jobs for the ARC region. A Georgia ARC wide meeting will be held in the three-county area in June, 1983, to share program results and indicate future directions.

This ATDC project has been and is a demonstration project. A key element in all contract activity is time: time for introduction of program personnel, time for introduction of the program, time for adoption of program support, and time for program results. Efforts have been underway throughout the year, with results just now beginning to be realized.

The question as to whether high technology business development activity can be introduced and successfully adopted by rural type counties has not been answered. The second year will give the project personnel and the ARC a better indication of this possibility.



## APPENDICES

## INDEX TO APPENDICES

- A-I.        Venture Capital Program
- A-II.       Computer Seminar
- A-III.      Proposals Details
- A-IV.      WJJC Georgia 2000 Outline

APPENDIX I

VENTURE CAPITAL PROGRAM

VENTURE CAPITAL PROGRAM

Northeast Georgia APDC  
Athens, Georgia

May 21, 1982  
1:30-3:30

- |                             |   |
|-----------------------------|---|
| I. Introduction and Welcome | Dr. Robert G. Schwartz<br>Program Director<br>Regional ATDC                         |
| Definition                  | Dr. Fred A. Tarpley, Jr.<br>Professor, Advanced<br>Technology Development<br>Center |
| - Seed Money                |   |
| - Start-ups                 |   |
| - Existing Business         |   |
| Point of View               | Mr. Douglas McKeever<br>Senior Vice-President<br>Citizens and Southern Bank         |
| - Lender                    |   |
| - Borrower                  |   |
| II. Structure               | Dr. Fred A. Tarpley, Jr.  |
| Industry Overview           |   |
| State of Georgia            |   |
| Activity                    |   |
| III. Basics                 | Mr. Douglas McKeever  |
| High Technology             |   |
| R & D Costs                 |   |
| Payback Period              |   |
| Risk                        |   |
| IV. Successes               | Mr. Douglas McKeever/Dr. Schwartz   |
| V. Questions and Answers    | Dr. Robert G. Schwartz  |

We appreciate the assistance given by the Citizens and Southern National Bank in helping with this program. The sponsorship of the Appalachian Regional Commission, Georgia Department of Community Affairs and Governor George Busbee for project approval are acknowledged. We acknowledge the continuing support of the Northeast Georgia APDC and appreciate the use of their facilities for this program.

May 21, 1982

C&S Bank  
Athens, Georgia

- I. How to encourage the growth of technology companies.
  - a. First Boston experience beginning in mid 1950's with Bill Brown and Peter Brooke.
  - b. Venture capital formation
    - 1) Individuals
    - 2) Institutionalization in the 1960's.

- II. What does high tech company probably mean to a banker.
  - 1. Growth.
  - 2. Risk.
  - 3. Product obsolescence warranty's.
  - 4. Entrepreneur.
  - 5. Low sophistication in financial matters.
  - 6. High leverage.

- II. What should the high tech company mean to a banker.
  - 1. Opportunity for deposits.
  - 2. Growth in employment.
  - 3. Ability to participate in profit potential.
  - 4. Unique individuals.
  - 5. Good earning loans.
  - 6. Long-term customer.

- IV. What's needed to promote the growth of high tech companies.
  - 1. Educational system.
  - 2. Labor availability.
  - 3. Desirable living environment.
  - 4. Office/Warehouse space availability.
  - 5. Good transportation network.
  - 6. Technical assistance.
  - 7. Financial expertise.

- V. What is a high tech company.
  - 1. Product that has a 1-2 year lead on competition that was developed in 1-3 years.
    - a) Non-patent
    - b) Constant product upgrading.

2. Production is an assembly of components with labor costs being less than 5% of selling price.
3. Well defined marketing plan - utilizing distributors.
4. Profit after tax (P.A.T.) greater than 7%.
5. Heavy R&D expenditure
  - a) Upgrade.
  - b) New products
6. Life cycle.
  - a) Product formulation - clock year one
  - b) Development - year one and two
  - c) Production - year three
  - d) Marketing - year three
  - e) Growth - year four
  - f) Maturity - year six
7. Financial cycle.
  - a) Entrepreneur time & capital.
  - b) Seed money.
  - c) Secured bank/finance company credit - receivables.
  - d) Round one financing \*
  - e) Public offering \*
  - f) Insurance company & bank debt.
8. Expectations of the above parties.
  - a) Fun, challenge, if it doesn't work so what
  - b) 40% - unlimited.
  - c) High return.
  - d) 35% - 60% per annum.
  - e) 25% - 40% per annum.
  - f) Low return.
9. Entrepreneur - founder
  - a) & b) Total involvement.
  - c) Development of people.
  - d) Loss of interest due to complexities of management.
  - e) Professional management team in place (marketing)
  - f) Departure to start over again.

\* usually have a "cash-out" by the entrepreneur of his time equivalent to dollars

VI. Case history of success.

1. Scientific Atlanta, Inc.
2. Healthdyne, Inc.
3. XYZ, Inc.
4. Intelligent Systems Corporation

Attendees May 21, 1982 Venture Capital Program

Jim Dove-APDC  
Joe Morton-AODC

Phil Loveless-Georgia Tech

Harry Roesch-ARC  
Jim Grubiak-DCA  
John Overstreet-DCA

Paul Snavely-Braselton Banking Company  
Henry Braselton

Honorable Vincent Hix-Madison County  
William Candler

Lat Heard-Athens  
Barry Smith

Jerry Lassiter-Winder  
Charles Mattox

Hickory Schepis-Lexington

John Terrell



APPENDIX II

COMPUTER SEMINAR



# ENGINEERING EXPERIMENT STATION

GEORGIA INSTITUTE OF TECHNOLOGY

## ECONOMIC DEVELOPMENT LABORATORY

Industrial Extension Division

Northeast Georgia Area Office

419 Bradford Street, N.W.

P. O. Box 3015

Gainesville, Georgia 30503

Area Code 404/532-5420

Dear

Have you ever questioned whether or not you could use a computer in your business and are not really sure how to make the right decision?

Your Jackson County Chamber of Commerce and Georgia Tech's Regional Advanced Technology Development Center is sponsoring a short course entitled "Small Computers - Can They Earn Your Business Money?", which is designed to give you information to use in determining whether or not you can effectively use a computer in your particular operation.

The short course will be held on Thursday, May 20th, from 1-5 p.m. in Brandy's Den at the Holiday Inn in Commerce.

If you plan to attend, please call Mike Joyner at the Jackson County Chamber of Commerce, 404/367-9090, to make a reservation and let him know if you plan to eat lunch with us. We look forward to seeing you then.

Sincerely,

Philip D. Loveless, Director  
Northeast Georgia Area Office

PDL:df

A-II-1

COMPUTERS FOR BUSINESS

Commerce, Georgia

May 20, 1982

ATTENDANCE LIST

Ms. Edna Sell

Mr. Sid Harper

Mr. Mike Buffington

Dr. W. A. Owensby

Mr. John Antignane

Mr. Ken Simington

COMPUTERS FOR BUSINESS

Winder, Georgia

May 26, 1982

ATTENDANCE LIST

David Gill  
Bank of Barrow  
Winder, GA

Don Segars  
Barrow Mfg. Co.  
Winder, GA

Barbara T. Graham  
The Boutique  
Winder, GA

Charles H. Noll  
Manville Building Materials Corp.  
Winder, GA

Bret Rice  
Manville Bldg. Mat. Corp.  
Winder, GA

Clark Williams  
Campus Sweater & Sportswear Co.  
Statham, GA

Frank Newborn  
GT/ATDC

Mr/Mrs Claude Tull, Jr.  
J. C. Pool  
Winder, GA

Tom Stringer  
and son  
Real Estate - Student  
Winder, GA

Gordon Blackwell  
Cherokke Mfg. Co.  
Winder, GA

WINDER BARROW HIGH SCHOOL

Dr. Charlie Goolsby  
Mrs. Bobbye Lassiter  
Mrs. Janet Williams  
Dedra Foster  
Donna Wilson

Florene Schwartz  
Peskin's Dept. Store  
Winder, GA

Jerry F. Connell  
Credit Bureau  
Monroe, GA

Jeannine Hardigree  
Barrow County Board of Registrars  
Winder, GA

Eugene L. McDonough  
(Disabled/Retired)  
Winder, GA

Mrs. John W. Robinson, Jr.  
Winder, GA

Dan Cromer  
Barrow County Schools  
Winder, GA

Bill Rhymer  
Winder, GA

Todd Stanier  
Manville Bldg. Mat. Corp.  
Winder, GA

Jim Harwell  
Real Estate  
Winder, GA

Computers for Business  
Winder, GA  
May 26, 1982

Nelda B. Brooksher  
BARROW COUNTY BOARD  
OF COMMISSIONERS  
Winder, GA

Charles M. Sanders  
Sanders Furniture  
Winder, GA

David Tuck  
J. C. Pool Co.  
Winder, GA

L. J. Butler  
Southern Waistbands  
Winder, GA

Mayor John O. Mobley  
Mayor, City of Winder  
Winder, GA

Wayne Parker  
Sanders Furniture  
Winder, GA

Mallory Sanders  
Sanders Buford Furniture  
Buford, GA

Jerry Maynard  
Radio Shack (Rep.)  
Winder, GA

RADIO SHACK REPS - 2

Mike Bennett & James H. Crook  
Charleston, S.C.

GEORGIA TECH

Philip D. Loveless & Darlene Fischer  
Northeast Georgia Area Office

Harris T. Johnson & Shirley Brown  
West Georgia Area Office

Jim Muller  
GT - Atlanta

Robert G. Schwartz  
Regional ATDC - GT/Atlanta

Barrow County

Chamber of Commerce, Inc.

Telephone (404) 867-9444



P.O. Box 456

Winder, Georgia 30680

June 3, 1982

Dr. Robert G. Schwartz  
Advanced Technology Development Center  
Georgia Institute of Technology  
Atlanta, Georgia 30332

Dear Bob:

We did have a most successful Computer Seminar, thanks to you, Phil, John and a good committee! I am enclosing the newspaper coverage of the event as I felt you would be interested in seeing it.

We were very pleased with the attendance and know you were also. We had a good committee working on this and we were very proud to be able to bring this to our business community, with your help. Thank you very much for all you have done for us and our community. It has been a pleasure working with you and we look forward to other activity in our Advanced Technology Committee which you agreed to serve on.

Cora Lou and I both regretted that we were unable to attend the seminar but knew it was in good hands. Cora Lou joins me in expressing her appreciation to you, also.

With kind personal regards and with my personal appreciation, as well as that of the Chamber, I remain,

Yours truly,

BARROW COUNTY CHAMBER OF COMMERCE, Inc.

David H. Jackson, President

DJ/qt  
Encl.

Barrow County

Chamber of Commerce, Inc.

Telephone (404) 867-9444



P.O. Box 456

Winder, Georgia 30680

June 3, 1982

JUN 4 RECD

Mr. Philip Loveless, Director  
NE Georgia Area Office  
Georgia Tech Engineering Experiment Station  
P. O. Box 3015  
Gainesville, Georgia 30501

Dear Phil:

Attached is the newspaper coverage of our Computer Seminar which we felt you would be interested in seeing. We did have a most successful seminar and I wanted to express appreciation to you on behalf of the Chamber as well as my own personal appreciation. We were very, very pleased with the attendance, as we know you were.

We had a good committee working on this project and with your help, we feel we did offer a terrific service to our business community. Thank you very much for all you have done for our chamber and our community through your efforts here with your High Technology industrial extension. We look forward to working in the future with you and Bob Schwartz.

Cora Lou tells me you two are to get together on the sites that have been submitted as a result of our meeting with the local realtors. We regret we did not have better response but do feel that we offered the realtors a good opportunity. By the way, Cora Lou joins me in expressing her appreciation to you for a most successful Computer Seminar.

With kind personal regards and our appreciation, I remain,

Yours truly,

BARROW COUNTY CHAMBER OF COMMERCE, Inc.

David H. Jackson, President

DJ/qt  
Encl.



## Learning About Computers

The Barrow County Chamber of Commerce in cooperation with the Northeast Georgia Area Office of Georgia Tech for industrial extension last week presented a program which allowed individuals to learn about computers by "hands-on" experience. Held at the Bank of Barrow, the four-hour session was designed to answer questions citizens might have about the effectiveness of computers, not only in the world of business but also at home. Pictured at left are Jerry Maynard and Janet Williams and David Gill and John Robinson, while above Jim Muller from Tech shows the advantages of a computer to several interested participants. (Staff photos by Sandy Wills)



APPENDIX III

PROPOSAL DETAILS



**ADVANCED TECHNOLOGY  
DEVELOPMENT CENTER**

Georgia Institute of Technology  
Atlanta, Georgia 30332

A Unit of the  
University System of Georgia

May 26, 1982

Mr. James Grubiak  
Department of Community Affairs  
Room 607  
Trinity/Washington Building  
207 Washington, SW  
Atlanta, GA 30334

Dear Jim:

At Harry's request, I have enclosed some additional information regarding next year's proposed activity. I trust it is sufficient.

Sincerely,

Robert G. Schwartz

RGS/dw

Enclosure

cc: H. Wayne Hodges

A-III-1

The Regional Advanced Technology Development Center concept continues to be tested for adoption in the Appalachian Region of Barrow, Jackson, and Madison counties. Consistent with the demonstration nature of the Regional ATDC project, new activities continue to be tested for their efficacy. Several such include:

- o School for Entrepreneurship
- o Executive Development Center

In addition, to enhance communications, two weekly radio programs are beginning, a high technology committee has been formed by the Barrow County Chamber of Commerce, a Madison County development group has been formed, and training of APDC staff will begin in June.

#### School for Entrepreneurship

This nine-month program is aimed at potential and exiting business persons wishing to develop successful technology based opportunities. A pool of new business developments would result. At present the school would be open to no more than 21 persons. It would be held every three weeks rotating to each county with the same program. Location would depend on availability of space, but County Courthouse or Chamber of Commerce offices have been used in the past.

Classes would be in September and continue until June. The course will carry no credit. The text, How to Start Your Own Business...and Succeed, is authored by Arthur H. Kuriloff. Topics to be covered include:

	<u>Week</u>
o Entrepreneurship and Innovation	1
o Business Development	2
o Self Motivations	3
o Business Strategy	4
o Opportunity Identification	5
o Opportunity Investigation, Evaluation	6
o Marketing	7
o Market Research	8
o Market Strategy	9
o Financial Analysis	10
o Technology	11
o Production	12
o Legal Issues	13
o Business Planning	14
o Business Planning	15
o Graduation	

The course will be taught by Dr. Robert G. Schwartz, Project Director of the ATDC program in Northeast Georgia, ATDC Deputy Associate Director, and Adjunct Professor in Tech's College of Management. He has taught Small Business Marketing, Management, Product Development, and Consulting. He lectures on product development and teaches short courses covering the same. Mr. Frank Mewborn, a graduate student in the College of Management, will assist.

Extensive publicity will be generated to market the course. Such publicity will include:

- o Radio -- WJJC, WIMO
- o TV -- Channel 11, NBC
- o Newspapers -- Jackson Herald, Winder News, Athens News

### Executive Development Center

The Center's mission is to enhance the knowledge of local, middle, and senior managers of technology based business in matters relevant to advanced management practices. Open to all professionals of senior standing, its program purpose is to enhance communications with local area businesses to serve as an entree to future consulting activity under ARC sponsorship.

Although attendance will not be limited, no more than 10 attendees will be sought. Topics to be covered on a monthly basis, beginning in September are:

	<u>Month</u>
o Business Outlook '82	1
o Investment Decisions	2
o International Marketing	3
o Strategic Planning	4
o Business Development	5
o Production Advances	6
o Challenges - 1990	7
o Market Strategies	8
o Georgia 1984	9

The programs will rotate to the three counties but will be held once a month only. Supplementary speakers available through Georgia Tech will participate as appropriate.

During the summer of 1982 the program materials will be developed. Extensive personal contact with potential program participants will be carried out at local technology based businesses, for example:

- o Roper Pump
- o Alkaril Chemical
- o Neotronics
- o Johns/Manville
- o Westvaco

### Other Activities

Management consulting and educational activities would continue as in the past. The training of the local APDC staff would continue over a one-year period and parallel other efforts. Topics to be covered include:

- o Technology-Present and Future
- o A High Tech Firm and What Makes It Different
- o How To Deal With Marketing and Financial Needs
- o Infrastructure Support
- o How To Grow Your Own Businesses
- o Strategic Planning
- o The ATDC and Other State Resources
- o Financial Assistance
- o Future Market Needs and Present Local Resources



APPENDIX IV

WJJC GEORGIA 2000 OUTLINE

## Georgia 2000

### Georgia Tech Regional ATDC Radio Program

Dr. Bob Schwartz

Four 4-week segments with four shows in each segment. Each show lasts five to six minutes with the following format:

Introduction	-	$\frac{1}{2}$ minute
Main Body	-	$4\frac{1}{2}$ minutes
Closing Tid Bit	-	$\frac{1}{2}$ minute
Next Time	-	10 seconds

The content of the programs will be designed to illustrate the effects that advances in technology are having on the American way of life. The proposed schedule is as follows:

<u>Segment</u>	<u>Program #</u>	<u>Topic</u>
<u>Job Outlook</u>	1	Intro. & current employment situation.
	2	Changing nature of jobs.
	3	New skills for the 80's & beyond.
	4	Job trends in Georgia.
<u>Computers</u>	5	Advances in Computer Technology.
	6	Projected uses for the consumer.
	7	Effects on large and small business.
	8	Artificial Intelligence.
<u>Electronics</u>	9	Telecommunications.
	10	Avionics and Defense.
	11	Consumer Products.
	12	Medical Technology.
<u>Miscellaneous</u>	13	Genetic Engineering.
	14	Robotics.
	15	New Materials.
	16	Summary.